Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

August 29, 1960
Volume 31 • Number 35
This Issue $1 a Copy
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill. Copyright, 1960, by Advertising Publications, Inc.

THE NATIONAL NEWSPAPER OF MARKETING

'I DO NOT ADVOCATE AD TAX,' SEN. KENNEDY TELLS AA

WASHINGTON, Aug. 25—"I do not advocate a tax on advertising."

With those unequivocal words, Presidential candidate John F. Kennedy this week laid to rest reports that he has embraced a tax-advertising philosophy. In a letter to ADVERTISING AGE, Sen. Kennedy said:

> "Advertising is, of course, essential to our life. People need to know about products, places to vacation, insurance, business and real estate opportunities, and innumerable other things.
>
> "Advertising is useful also, of course, for presenting the views of political parties or candidates. It is most effective when it does its job, for whatever client, in an honest way.
>
> "I do not advocate a tax on advertising."

Sen. Kennedy's written comments on advertising were in reply to a letter addressed to him by the Washington office of ADVERTISING AGE last month, when charges were circulating that he was under the influence of a group of advisers hostile to the system of free marketing, who were advocating—among other things—a tax on advertising.

Here's Switch: Agency Screens Client Hopefuls

Regal Shifts Basis of Barter Operation Away from Brokering

NEW YORK, Aug. 25—Working in reverse, Regal Advertising Associates, a barter agency, currently is screening a long list of advertisers for a final selection of two new accounts.

The agency recently ran a 1" ad in the *New York Times* and the *New York Herald-Tribune*, soliciting new accounts. Regal is sifting through the respondents "for people who haven't been in radio or tv before," Stanley Grayson, exec vp and general manager of the agency, said.

Regal, which formerly bartered film for time and then sold that time to advertisers, has been operating under a revised plan since Mr. Grayson rejoined the agency several months ago. Regal no longer serves as a time broker, Mr. Grayson said.

▪ The agency now supplies films to stations, which in turn provide time to Regal's clients at a greater saving than if the time were bought for cash. Regal then collects 15% commission from its clients at the gross time rate. #

National Airlines Ads Designed to Be Deceptive, CAB Examiner Charges

Eastern, Which Had Beefed About National, Gets Ad Setback in Court

WASHINGTON, Aug. 24—National Airlines came in for a rough lacing today from a Civil Aeronautics Board hearing examiner, who says he's convinced it purposely worded its newspaper ads to mislead "the credulous and unwary" about the cost of Florida vacations.

Examiner Curtis C. Henderson said "unsophisticated readers" might easily have assumed that National's newspaper ads last summer were offering a 15-day Miami vacation for $70.20 plus tax. He said it "would require an advertising expert" to realize upon an initial reading that National was talking only about the fare for night air coach transportation.

The case is one of two which CAB is pressing as a result of intensive promotional rivalry between National and Eastern on the New York-Miami run. In the companion case, Emmett Choate, federal judge, ruled in Miami this week that Eastern must stand trial on CAB charges that it violated a cease and desist order barring it from advertising that it offers the "lowest fare."

▪ The airlines brought down the wrath of CAB on each other. First Eastern protested that National's ads for a $70.20 Miami vacation were "unfair, deceptive and misleading" (AA, Aug. 3, '59). Three weeks later National struck back with a complaint that Eastern was meeting National's jet competition by camouflaging pictures of its jet-prop Electras to make them look like "real jets" (AA, Aug. 24, '59).

When the squabble broke, Marschalk & Pratt (now McCann-Marschalk) had been on the National account about a year. Eastern's agency had been Fletcher, Richards, Calkins & Holden (the Richards wing) for many years.

In his decision today, Mr. Henderson held that airlines can't use phrases like "lowest fare" when other lines charge the same price. To National's defense that the fare was "lowest," since there were none lower, he declared:

"Prospective passengers should

(Continued on Page 186)

General Motors Lengthens Lead . . .

Top 100 National Advertisers Spend Record $2.5 Billion on Promotion

92 Companies Hike Ad Investment or Hold Even; 30 Break Sales Records; Food, Auto, Drug and Cosmetic Groups Lead in Expenditures by Leaders

(For index to marketing profiles of 100 leaders, see Page 2.)

CHICAGO, Aug. 26—The 100 largest national advertisers invested $2.5 billion in advertising to ring up sales of more than $110 billion in 1959.

The advertising investment was up 9% from $2.3 billion in 1958, when sales of the 100 leaders totaled $102 billion.

The increase for the nation's advertising giants continued the steady upward trend of the past five years, ADVERTISING AGE's annual compilation showed, as the nation's economy rolled on at a good clip.

▪ As in the past, General Motors retained its position as the nation's largest advertiser, and it lengthened its lead considerably as it spent an estimated $155,000,000 in 1959, up 13% from $137,500,000 in 1958.

Second-place Procter & Gamble also showed an increase, although not as great, as it chalked up an estimated $123,000,000, up 6% from $115,900,000 in 1958. General Foods Corp., in third place, hiked its expenditure a resounding 14% to $103,000,000, compared with $90,000,000 in 1958.

▪ The top ten companies were the same as in 1958, although there were four shifts in rank. Ford Motor Co. ousted Lever Bros. from fourth place by boosting its expenditure to $92,200,000 from $87,900,000 in 1958, dropping Lever to fifth, with $91,000,000—up from $88,000,000 in 1958.

General Electric showed an 11% increase to an estimated $77,000,000, compared with $66,101,920 in 1958, to replace Colgate-Palmolive Co. in sixth place, as Colgate slipped a notch to seventh, with $70,000,000—up from $68,000,000 in 1958.

▪ Others in the top ten were American Home Products, $65,000,000 (up from $55,000,000 in 1958), Chrysler Corp., $60,864,200 (up from $58,754,000 in 1958) and R. J. Reynolds Tobacco Co., $49,000,000 (up from $44,000,000

(Continued on Page 177)

Bill Making Co-op Deductible in Figuring U.S. Tax Seen Near Passage

'Up to 5%' Measure Would Reverse Policy Long Held by Treasury

WASHINGTON, Aug. 25—Congress was ready to put the finishing touches today on legislation which would end a long controversy over the status of co-op advertising funds in determining the tax base of appliances and other items which are subject to federal excise taxes.

Manufacturers say the co-op payments collected from retailers should be deducted from the selling price before the excise tax is assessed. They say these co-op assessments are not really part of "price."

There have been conflicting tax court decisions, but the Treasury Department has continued to insist that price should be based on everything the retailer is required to pay the manufacturer without regard to any future rebate.

▪ The bill (H.R. 12536), which allows manufacturers to deduct the cost of the co-op ads if they don't exceed 5% of the appliance's price, passed the House yesterday and was approved by the Senate finance committee almost immediately. There would not be any tax rebates for past contributions to co-op funds.

Backed by the Treasury Department and sponsored by Rep. Wilbur Mills (D., Tenn.), the bill is faced with no known opposition and is expected to pass the Senate and reach the White House. #

Last Minute News Flashes

K&E Gets British Toothpaste, Playtex in Mexico

NEW YORK, Aug. 26—Macleans toothpaste, for many years a leading brand in British Commonwealth countries ("Have you Macleaned your teeth today?" is one of the famous slogans of British advertising), will be introduced in the U. S. market by H. F. Ritchie Co., subsidiary of Britain's Beecham group. Advertising has been assigned to Kenyon & Eckhardt, which handles Brylcreem for Ritchie. The agency also announced that it has picked up the Playtex account in Mexico, capping a new business streak that has seen Kraft, Kodak and American Machine & Foundry become K&E clients in Mexico City.

Stapleton, Pinto Leave Grant; McIntosh Joins Y&R

NEW YORK, Aug. 26—Lawrence Stapleton and John Pinto, both members of the pre-Elliott Plowe regime at Grant Advertising, have left the agency. Each was a former manager of Grant's New York office. Meanwhile Lawrence R. McIntosh, formerly exec vp, who had headed Grant's Detroit office, has joined Young & Rubicam in San Francisco as vp and account supervisor.

More Cuban Ad Execs Leave Island

NEW YORK, Aug. 26—The exodus of Cuban admen from Havana continues. Fermin Cross, head of the agency bearing his name, has fled to San Salvador, and Alvarez Perez, also head of his own agency, reportedly has moved to Mexico. As previously reported, Luis Soria of Soria, Ruiz & Co. has shifted to Puerto Rico (AA, July 18).

(Additional News Flashes on Page 177)

Doremus Agency Named to Handle GOP Outdoor Ads

'Experience Counts' Poster Ready to Ship; CA Handles Other Media

PHILADELPHIA, Aug. 25—Doremus-Eshleman Co., which has been named by the Republican National Committee to coordinate all GOP outdoor advertising, will act as a service organization to the party's state committees.

Lee Greenhouse, account executive on the account, who has worked with the GOP locally and nationally for many years, told ADVERTISING AGE that the agency has designed and already printed a two-color yellow and black poster and will be shipping it out to agencies throughout the country.

▪ The poster, soon to be seen along highways everywhere, is illustrated with photos of Vice-President

(Continued on Page 186)

BIGGEST NEWS IN DENTIFRICE HISTORY
FRONT PAGE HEADLINES
CREST THE BEST
POLIDENT
POLIDENT
Crest
fluoriston
SAVE 36¢

GUN JUMPER—*At the F. W. Woolworth variety store at 42nd St. and Third Ave., New York—one of Manhattan's largest—the enterprising toiletries department head clipped a story in the Aug. 1 Wall Street Journal and composed the homemade point of sale piece above.*

Index to Marketing Profiles

Beginning on Page 41, marketing profiles of the 100 leading national advertisers are presented, covering the details of the advertising operations and sales and earnings results over the past year for each company. The following is an index to the 100 profiles.

Advertiser	Page	Advertiser	Page
Alberto-Culver Co.	41	Nestle Co.	148
Aluminum Co. of America	41	Pabst Brewing Co.	148
American Airlines Inc.	42	Pepsi-Cola Co.	150
American Chicle Co.	43	Pillsbury Co.	150
American Cyanamid Co.	44	Plough Inc.	152
American Home Products	45	Procter & Gamble Co.	152
American Motors Corp.	46	Prudential Insurance Co.	154
American Telephone & Telegraph Co.	50	Quaker Oats Co.	154
American Tobacco Co.	54	Radio Corp. of America	154
Anheuser-Busch Inc.	56	Ralston Purina Co.	155
Armour & Co.	58	Revlon Inc.	156
Armstrong Cork Co.	60	R. J. Reynolds Tobacco Co.	157
Bayuk Cigars	66	Schenley Industries Inc.	157
Beech-Nut Life Savers Inc.	66	Jos. Schlitz Brewing Co.	158
Borden Co.	68	Scott Paper Co.	158
Bristol-Myers Co.	68	Seven-Up Co.	159
Brown & Williamson Tobacco Corp.	72	Shell Oil Co.	159
Campbell Soup Co.	72	Sinclair Oil Corp.	160
Carling Brewing Co.	74		
Carnation Co.	80	Sperry Rand Corp.	160
		Standard Brands Inc.	161
Carter Products Inc.	80	Standard Oil Co. (Indiana)	162
Chesebrough-Pond's Inc.	82	Standard Oil Co. (New Jersey)	163
Chrysler Corp.	84	Sterling Drug Inc.	164
Coca-Cola Co.	88	Studebaker-Packard Corp.	165
Colgate-Palmolive Co.	88	Swift & Co.	166
Continental Baking Co.	95	Texaco	166
Corn Products Inc.	96	Texize Chemicals Co.	167
Helene Curtis Industries	98	Trans World Airlines	167
Distillers Corp.-Seagrams Ltd.	102	Union Carbide Corp.	168
Drug Research Corp.	104	U. S. Steel Corp.	168
E. I. du Pont de Nemours & Co.	105	Vick Chemical Co.	169
Eastern Air Lines Inc.	106	Stanley Warner Corp.	170
Eastman Kodak Co.	108	Hiram Walker-Gooderham & Worts	170
Falstaff Brewing Corp.	110	Warner-Lambert Pharmaceutical Co.	171
Firestone Tire & Rubber Co.	112	Wesson Oil & Snowdrift Co.	172
Florida Citrus Commission	113	Westinghouse Electric Corp.	172
J. A. Folger & Co.	116	J. B. Williams Co.	173
Ford Motor Co.	116	Wm. Wrigley Jr. Co.	174
General Electric Co.	117		
General Foods Corp.	122		
General Mills	123		
General Motors Corp.	124		
Gillette Co.	127		
B. F. Goodrich Co.	128		
Goodyear Tire & Rubber Co.	128		
Gulf Oil Co.	129		
Theo. Hamm Brewing Co.	130		
H. J. Heinz Co.	130		
Johnson & Johnson	132		
S. C. Johnson & Son	134		
Kellogg Co.	136		
Kimberly-Clark Corp.	136		
Lestoil Products Inc.	138		
Lever Bros. Co.	139		
Liggett & Myers Tobacco Co.	140		
P. Lorillard Co.	141		
Miles Laboratories Inc.	142		
Mobil Oil Co.	144		
Philip Morris Inc.	144		
National Biscuit Co.	144		
National Dairy Products Corp.	145		
National Distillers & Chemical Corp.	146		

Campbell Soup Moves Swanson Line to Burnett

Billing on Frozen Crop Line Reportedly Fell Below Minimum Level

CAMDEN, N.J., Aug. 23—In a move to consolidate its advertising among fewer agencies, Campbell Soup Co. has switched its line of Swanson frozen and heat-processed products from Tatham-Laird to Leo Burnett Co. The business currently is billing between $1,500,000 and $2,000,000, trade sources told ADVERTISING AGE.

John A. McGlinn Jr., Campbell vp of marketing, said his company had been "well pleased with all its agencies and the new alignment reflected the fact that Tatham-Laird was Campbell's more recently appointed agency."

Campbell, however, declined to elaborate on reasons for consolidating its advertising. The Burnett agency has been handling Campbell's corporate advertising, frozen soups and tomato juice and Franco-American products. Batten, Barton, Durstine & Osborn is the agency for heat-processed soups, and Needham, Louis & Brorby has pork and beans, V-8 vegetable juice and beans and franks. Robert Otto & Co. handles export advertising.

■ Although Swanson sales have been steadily increasing for some years, gross profits on the products have been decreasing. At the same time, Campbell has been spending less money on promoting Swanson products because of the profits squeeze.

In 1958, measured media ad expenditures for Swanson products amounted to $2,623,078. Last year, measured media billings for Swanson slumped to $1,538,858.

Because of strong competition from private brands in the convenience food field, Campbell has been compelled over the last few years to reduce the prices of Swanson products in order to compete more favorably with the private labels, which are sold generally at lower prices.

■ The food giant operates under the principle that an agency must handle a certain volume of billings (reportedly $2,000,000) in order to make a satisfactory profit. Ta-

(Continued on Page 185)

P&G Makes Capital of ADA O.K. in Crest Ads

23-City Check Reveals Sales Rose Before Ad Appeared in Many Cases

CHICAGO, Aug. 25—News is a potent advertising device, and Procter & Gamble is taking full advantage of it in its initial one-two advertising punch for Crest toothpaste.

The Aug. 1 announcement that the American Dental Assn. has recognized Crest as an effective agent for fighting tooth decay (AA, Aug. 1) received wide coverage in newspapers and other news media.

P&G capitalized on this by featuring three of the news articles in its first consumer advertising of the ADA move—a page newspaper ad in several hundred markets (AA, Aug. 22).

This week P&G followed up with a similar ad, but played up a request to "please be patient" if stores were out of "your favorite size" tube of Crest.

■ Reprinting the dispassionate news stories not only lent an air of authenticity to the Crest ad, but was a seemingly safe way for P&G to stay well within the promotional bounds set by the ADA.

The dental group, in recognizing Crest, also placed upon the company the responsibility for avoiding advertising which would claim Crest was a cure-all for cavities.

The "please be patient" line in the newest Crest ad is, of course, P&G's way of saying sales are rising. A retailer spot check in major markets by ADVERTISING AGE indicates that in some cases Crest sales are reaching sell-out proportions, although this is by no means uniform either from market to market or within a single market.

The spot check indicates that, as a general rule, Crest sales are rising most sharply in higher-income areas, where newspaper readership is higher. In these areas, the sales spurt started soon after the news stories broke, and before the ads began.

■ At the ADA, Dr. Roy J. Doty, secretary of the council on dental therapeutics, the unit which passed on Crest claims, said there has been "some limited reaction" to the move by member dentists, with

(Continued on Page 178)

Highlights of This Week's Issue

Burton G. Feldman resigns as vp and account supervisor of Gordon Best Co. to open his own agency, Burton G. Feldman Inc. .... **Page 3**

Renfield Importers and nine fashion designers join together in a 20-page ad which combines promotion of liquor and women's fashions in Harper's Bazaar .... **Page 4**

Total grocery store sales set a new high of $46,540,000,000 in 1959 .... **Page 6**

Ketchum, MacLeod & Grove appoints Donald A. Colvin to head the advertising operations of its new Houston office .... **Page 10**

Radio Corp. of America will use newspapers for the first time in four years to promote its 1961 line of color television receivers .... **Page 12**

Ford Motor Co. survey reveals that of 44,000,000 car owning families in 1959, more than 19% were two-car owners .... **Page 20**

Charles A. Breskin, chairman and founder of Breskin Publications, will inaugurate the John W. Derham memorial lecture series and will receive the first Derham gold medal for outstanding services to the world of plastics **Page 26**

Harvard University study shows department and departmentalized women's apparel specialty stores' advertising ratios remained unchanged in 1959 **Page 28**

Manufacturers of room air conditioners face inventory problems unless a late summer hot spell drives more consumers into the stores .... **Page 30**

A group of 18 manufacturers and 140 stores band together to promote a Palazzo collection of home furnishings initiated and planned by R. H. Macy & Co. .... **Page 34**

Boyle-Midway and Barcolene Co. introduce new spray-can starch products with heavy advertising expenditures .... **Page 38**

Procter & Gamble Co. sales rose 5% and earnings increased 20% as the company chalked up records with a volume of $1,441,548,293 and earnings of $98,078,076 for the fiscal year ended June 30 **Page 39**

Sylvania Electric Products kicks off its consumer advertising, featuring reflection-free tv, this fall as full sponsor of the summer Olympics on NBC Radio .... **Page 180**

Radio Corp. of America consolidates product and institutional advertising activities under R. H. Coffin, vp, advertising and sales promotion .... **Page 183**

This Week Magazine, Outdoor Life, Hair-do increase rates and circulation guarantees .... **Page 184**

Union Carbide Corp. will launch the most intensive advertising campaign in its history this fall to push sales of Prestone anti-freeze .... **Page 185**

ABC Radio offers new "Flair" show, designed to reach the free-spending young adult market, which will include talk segments, none longer than 90 seconds, of which each will be combined with a popular recording and a commercial .... **Page 186**

FIGURES TO FILE

Farm Publication Linage **Page 19**
Chain Store Sales .... **Page 180**

REGULAR FEATURES

Advertising Market Place 182
Chain Store Sales 180
Coming Conventions 32
Editorials 16
Farm Publication Linage 19
Getting Personal 22
Obituaries 33, 184
Photographic Review 36
Rough Proofs 16
This Week in Washington 8
Voice of the Advertiser 175
What They're Saying 16

Drackett Marks 50th Birthday via Bigger Ad Effort

CINCINNATI, Aug. 25—Drackett Co., producer of household cleaning products, has greatly expanded its fall advertising program to celebrate its 50th year in business.

The company's daytime television schedule has been boosted to promote Windex; Drano; Vanish, a toilet bowl cleaner, and Twinkle, a copper cleaner. Starting in September, participations will be run in the following CBS daytime shows: Art Linkletter's "House Party," "The Verdict Is Yours," "Millionaire" and "Brighter Day." Participations also will be used on "Perry Mason" for 52 weeks and on "Rawhide" (both CBS-TV) for 26 weeks. A heavy schedule of spots will be run during September, primarily to promote Twinkle.

Twinkle and Vanish also will get heavy print backing, starting in November. Color pages will back Twinkle in five insertions each in *American Home*, *Good Housekeeping* and *McCall's*, plus seven insertions in *Sunset Magazine*. Vanish will be promoted in a two-thirds page color unit in nine issues of *Farm Journal's* central edition.

Young & Rubicam is Drackett's agency. #

Ellen Stillman Joins Grant

Ellen Stillman has resigned as vp of Kenyon & Eckhardt, Boston, to join Grant Advertising, New York, as a vp. Her specialty is food, an area in which Grant hopes to expand. Miss Stillman started her career with Ocean Spray Cranberries Inc., ending up as vp and director of advertising and publicity and helping to change cranberries from a holiday food to an everyday one. At present she is a director of Ocean Spray and chairman of its marketing committee.

Feldman Leaves Gordon Best, Forms Agency

CHICAGO, Aug. 24—Burton G. Feldman has resigned as a vp and account supervisor at Gordon Best Co., and has opened his own agency, Burton G. Feldman Inc., at 333 N. Michigan Ave.

Mr. Feldman told ADVERTISING AGE that he expects to have seven accounts in his new shop by the end of the year, and predicted that his agency will be billing at the rate of $1,500,000 within a year.

Burton G. Feldman

The only account acquisition that Mr. Feldman would disclose is the Amity division of Amity Leather Products Co., West Bend, Wis., which moved out of the Best agency two weeks ago (AA, Aug. 15). He supervised the account while at Best. Amity reportedly bills about $250,000.

The only other account slated to leave the Best agency and follow Mr. Feldman is Rapid Roller Co., Chicago, according to Carl Post, president of Best.

■ Mr. Feldman had been with the Best agency for the past nine years and was one of the agency's largest stockholders. He told AA that he owned 42.5% of the stock in the agency up until the first of this year, when he started selling some stock, and that he divested himself of his remaining 30% upon leaving. He sold the stock back to the corporation.

Prior to joining Gordon Best Mr. Feldman was vp in charge of the Chicago office of Buchanan & Co. When he left Buchanan for Best he moved the Helene Curtis Industries account with him. He worked on the cosmetics account for some 12 years before the Best agency lost Helene Curtis and some $2,000,000 in billings a year ago (AA, Sept. 14, '59).

Before joining Buchanan Mr. Feldman was a copy supervisor at Foote, Cone & Belding and before that he operated his own agency, Burton G. Feldman & Associates, Chicago, from 1935 to 1942. #

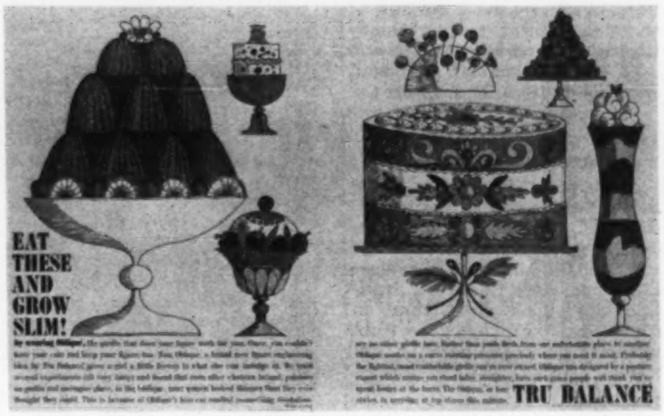
MAAN Agencies' Billings Up 10% in 1st Half of '60

CHICAGO, Aug. 23—The 20 agency members of Mutual Advertising Agency Network had billings of $10,293,342 for the first six months this year—a 10% gain over the first half of 1959, according to a survey just completed by MAAN.

The survey shows that the 20 agencies billed a total of $18,713,441 last year. The average billing of the 20 reporting agencies was just under $1,000,000 last year. Individual agency billings ranged from $225,000 to $2,150,000.

More than 20% of the member agencies' income last year came from fees, the survey disclosed, and production accounted for 21%. The remaining 59% consisted of commissions from media; this percentage breaks down as follows: 24% from business publications; 16% from newspapers; 11% from radio and television, and 8% from magazines.

MAAN will hold its next meeting in Chicago Oct. 13-15. #


EAT THESE AND GROW SLIM!
TRU BALANCE

THINNING—*This spread of diet-breakers in the October Vogue introduces the Oblique girdle by Tru Balance as "the girdle that does your figure work for you."*

Oblique Approach . . .

Tru Balance Ad Shows Goodies Its Wearers Can Eat

Marketer Says Girdle 'Gives Girl Leeway in What She Can Indulge in'

NEW YORK, Aug. 24—Tru Balance Corsets Inc. will introduce its Oblique girdle this fall in ads that show an array of tempting desserts instead of the girdle. The headline will read, "Eat these and stay thin by wearing Oblique."

It was decided not to picture the girdle in the ad because "girdles all tend to look alike in photographs." Also the unique construction features in the Oblique are located on the side of the garment and are difficult to show in photography.

The company elected therefore to run a tongue-in-cheek ad picturing the high-calorie temptations that put on fat, rather than the girdle that pares it down—the moral being, "Now you can have your cake and keep your figure too." The campaign will open with a spread in the October *Vogue*, followed by six half-page ads in *Playbill*.

■ Copy in the opening ad reads: "Eat these and grow slim by wearing Oblique, the girdle that does your figure work for you. Once you couldn't have your cake and keep your figure too. Now Oblique, a brand new figure engineering idea by Tru Balance, gives a girl a little leeway in what she can indulge in.

"We tried several experiments (all very tasty) and found that even after chateaubriand, potatoes au gratin and meringue glace, in the Oblique, most women looked thinner than they ever thought they could. This is because of Oblique's bias cut control (something revolutionary no other girdle has).

"Rather than push flesh from one unfortunate place to another, Oblique works on a curve, exerting pressure precisely where you need it most. Probably the lightest, most comfortable girdle you've ever owned. Oblique was designed by a posture expert, which means you stand taller, straighter, have such grace people will think you've spent hours at the barre [the handrail used for ballet exercises]. The Oblique, in four styles, is arriving at top stores this minute."

The company is supplying stores with wax reproductions of the foods for display use, and to introduce the campaign to buyers, the company is sending each one a box of candy.

Jane Trahey Associates is the agency. #

Four Roses R.O.P. Color Plan Includes 26-Time Schedule

NEW YORK, Aug. 25—Although neither client nor agency will say so, the newspaper color campaign currently being negotiated by the Four Roses division of the House of Seagram involves a 26-time frequency schedule, as well as 600- and 800-line color ad units.

As reported by ADVERTISING AGE (AA, Aug. 22), Four Roses and its agency, Young & Rubicam, initially ran into considerable resistance among publishers over a proposal to lower minimum r.o.p. color unit requirements to accommodate the new campaign, scheduled to break about Sept. 1. The proposal involved reduction of the minimum color unit requirement from 1,000 lines—generally standard in the newspaper industry—to 600 lines.

■ Subsequently, however, it was learned that many newspapers—sparked by the Four Roses proposal—had decided to go along with the lower unit size and were revising rate cards to accommodate the smaller color ads. It was also reported that most newspapers, while accepting the smaller color unit, were holding the line on the color premiums. These range, depending on such factors as circulation, labor and production costs, up to 45% or more of the cost of b&w space.

Other publishers, however, are reportedly adamant on the 1,000-line requirement, citing high production costs of color to back their argument. These same publishers, it was reported, object to smaller color units on the ground that greater use of color by local advertisers would dominate the newspaper page at the expense of big-spending national advertisers.

■ One solution to the problem of high production costs in producing newspaper color ads was offered this week by the *Manchester Union Leader*, which has accepted the Four Roses schedule and has revised its rate card color requirement from 1,000 to 500 lines.

According to J. Donovan Mills, manager of general advertising for the daily, the *Union Leader* formerly had a color premium (40%) based on a percentage of b&w space.

"This we have eliminated," Mr. Mills said. "In its place we have set a flat color premium daily in two classifications: A flat $100 if we are given a five-day option and $150 when we have copy for a specified day. This new arrangement allows us to drop our minimum size and also assures our not losing money when we run color.

"If we have a five-day option it gives us a chance to run two spot color ads in the same edition at $100 premium each. This figure will assure our having our costs covered and at the same time gives a low premium to the advertiser. It also allows us to take units as small as 500 lines without risking too much in the way of production costs . . . Our mechanical costs, which are pretty well fixed, do not increase when two ads are run instead of one. In other words, the costs are covered by the first color advertiser." #

Hitchcock Absorbs Drake Publishing in Merger Move

CHICAGO, Aug. 26—Announcement was made today of the merger of Drake Publishing Co. and Hitchcock Publishing Co., Wheaton, Ill. Drake is a specialist in company-sponsored magazines and other promotional services, and Hitchcock is a leading publisher of industrial magazines.

Robert C. Van Kampen, president of Hitchcock, becomes chairman of the board of Hitchcock Publishing Co. Inc. (Delaware), as the merged company will be known. O. A. (Dutch) Feldon, head of Drake Publishing Co., is president, and Vincent C. Hogren is exec vp. Patricia Doyle, of Drake Publishing, heads that division of the new Hitchcock operation. Other management posts will be unchanged.

Hitchcock Publishing Co. was established in 1898 by A. H. Hitchcock, who pioneered the controlled circulation idea. Mr. Van Kampen, who joined the company in 1927, became president ten years later on the death of the founder. Under his direction it has expanded rapidly, occupying a new building near Wheaton two years ago.

Its publications include *Machine & Tool Blue Book, Hitchcock's Woodworking Digest, Grinding & Finishing, Carbide Engineering, Assembly & Fastener Engineering, Plant Maintenance & Engineering, Modern Passenger Transportation* and *School Bus Trends*. The company also publishes three trade directories.

■ In a joint announcement by Messrs. Van Kampen and Feldon, it was predicted that other publications will be acquired and new ones started in fields not now adequately served by business papers. Editorial and sales staffs of the present publications will be expanded between now and Jan. 1.

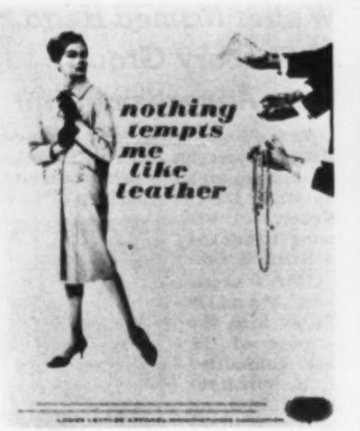
Robert Van Kampen

O. A. Feldon

Mr. Feldon, the new Hitchcock president, started his publishing career with McGraw-Hill, later becoming vp and western manager of Macfadden Publications in Chicago. He was a founder of Leading National Advertisers, a statistical advertising service, and also established a number of company magazines for leading advertisers. He took over the publishing management of *Coupon Magazine* several months ago, and will announce a new plan for this magazine in the near future.

Mr. Hogren was advertising and sales promotion manager of Acme Steel Co., Chicago, before joining Hitchcock in 1944. He has been exec vp of the company for a number of years.

Drake Publishing Co. is closing its Chicago office, and all of its personnel and activities will hereafter be located in the Wheaton headquarters of Hitchcock. #


nothing tempts me like leather

TEMPTATION—*Ladies Leather Apparel Manufacturers Assn. will run ads like this in Harper's Bazaar and The New York Times Magazine as its first advertising effort.*

Leather Makers Set First National Ads for Next Fall

NEW YORK, Aug. 23—The Ladies Leather Apparel Manufacturers' Assn. (LLAMA) will run its first national advertising this fall with the theme: "Nothing tempts me like leather."

A trade campaign in *Women's Wear Daily* will start in September, while consumer ads will break in the October issue of *Harper's Bazaar* and a late September issue of the *New York Times Magazine*. Harry W. Graff Inc. is the agency.

The campaign is part of a $100,000 promotion planned by the group which is made up of 13 companies comprising two-thirds of the $60,000,000 industry's retail sales. The industry is described as the fastest growing one in the women's apparel field, reporting a 40% volume increase every year since 1954.

■ Amos Parrish & Co., merchandising consultant, will survey 1,000 retailers for the group, the results of which will be put into booklet-form. When requested by stores, the Parrish organization will also visit stores and help set up leather garment departments and programs.

The association also plans a traveling educational clinic on selling leather garments, and an exhibit in New York of a model leather department.

LLAMA hang tags, featuring the association's seal of quality, will be placed on all garments of LLAMA members. Promotional kits for store advertising, display and publicity, is being made available for stores. A series of fashion shows is also planned. #

Hearing Aid Unit of Motorola Shifts to Krause Agency

MINNEAPOLIS, Aug. 23—The Dahlberg hearing aid division of Motorola Inc. here has moved its advertising account to W. A. Krause Inc. Billings are estimated at $250,000 to $300,000.

W.W. Powell, general sales manager, said the switch becomes effective Sept. 1. The Dahlberg company, which was acquired by Motorola a year ago, markets hearing aids under the Dahlberg name and also manufactures Silvertone hearing aids for Sears, Roebuck & Co.

The account previously was handled by Matson, Marquette & Soash. The agency had handled Dahlberg for the past five years. #

Weber Named Head of Grocery Group's New Advertising Unit

NEW YORK, Aug. 24—Grocery Manufacturers of America Inc. has established an advertising committee under the chairmanship of Ray Weber, advertising director of Swift & Co.

Ray Weber

GMA's president, Paul S. Willis, said the purpose of the new committee is to counsel with him on advertising matters, and help advertising executives of member companies to exchange ideas and other service functions. He added that GMA is aware of the work being done in this area by other associations and will strive not to duplicate their efforts.

The importance of advertising to the food industry can hardly be exaggerated. Mr. Willis said grocery manufacturers invest more in advertising annually than any other industry.

■ Named to the committee with Mr. Weber was Harry Schroeter, director of the general advertising department of National Biscuit Co., as vice-chairman.

Other committee members:

Ed Barrett, assistant vp in charge of marketing, Standard Brands; Rex M. Budd, director of advertising, Campbell Soup Co.; Robert A. Davis, general advertising manager, Kraft Foods; Edwin W. Ebel, vp-advertising services, General Foods Corp., and Victor Elting Jr., vp, Quaker Oats Co.

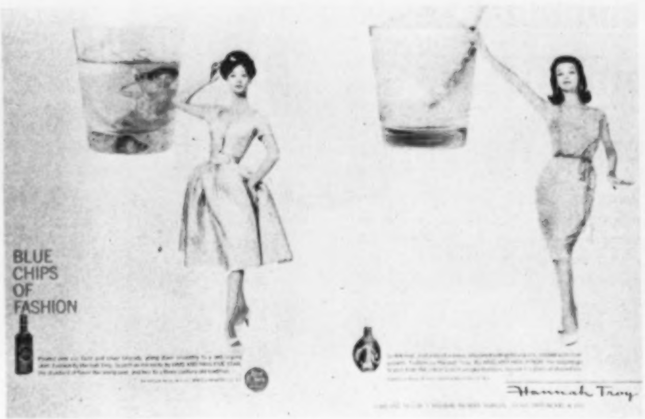
Also James S. Fish, vp and director of advertising of General Mills (and president of the Advertising Federation of America); R.F. Goebel, advertising manager, Nestle Co.; W. B. Peterson, director of marketing, Pillsbury Co.; Henry Schachte, exec vp, Lever Bros., and R. P. Taylor, general manager, marketing division, H. J. Heinz Co.

Wade, Wenger Names Biddle

Wade, Wenger & Associates, Chicago, operating under the trade name of ServiceMaster, has named Biddle Co., Chicago, to handle its advertising, which is predicted to reach $350,000 this year. ServiceMaster has more than 800 franchised operations specializing in carpet, rug, wall and furniture cleaning. Warren Wetherell & Associates, Chicago, is the former agency of record.

Official Names Raycroft

Russ Raycroft, formerly eastern manager of UPA Pictures, has been named a special consultant to Official Films, New York, tv film distributor. He will report to Seymour Reed, president of Official Films.



FASHIONABLE DRINKS—*Now it's women's fashions in liquor ads. Renfield Importers and nine fashion designers are joining together in a 20-page ad in the September Harper's Bazaar. Pictured above is a typical spread from the ad.*

Renfield Importers, 9 Fashion Advertisers Join in 20-Page Ad in 'Harper's Bazaar'

NEW YORK, Aug. 23—Now that women in liquor ads are the accepted thing, Renfield Importers and nine fashion designers are joining together in a 20-page ad combining promotion of liquor and women's fashions.

The ad will appear in the September *Harper's Bazaar*, with the theme, "Blue chips of fashion." Each page will feature a different Renfield product—ranging from Haig & Haig scotch to Cointreau liqueur—and one dress. The illustration for each page is a fashion model posed with a giant-size drink. The ads are two-color—the second color being royal blue.

More than 30 retail stores will tie in with the campaign with fashion shows, ads and displays. Another 100 stores will promote the "Blue chips of fashion" theme with merchandise ads and window and interior displays.

Manufacturers participating in the ad are: Branell, Ceil Chapman, Estevez, Jr. Sophisticates, Marquise, Paul Parnes, Rudolf, Hannah Troy and Jack Zimmerman (Hammer Brand Processed Southwest African Persian lamb).

■ The Renfield products advertised are Piper Heidsieck pink champagne; Cointreau liqueur, creme de menthe, creme de cacao, and blackberry flavored brandy; Haig & Haig Five Star and pinch; Gordon's gin and vodka; Martini & Rossi extra dry and sweet vermouth; Remy Martin cognac; King William IV scotch; St. Remy brandy; Melini chianti; Asti Spumante by Martini & Rossi; Medley Bros.; Five Bros.; and Renfield London cream sherry.

Renfield's agency is Reach, McClinton & Co. #

Lamour Names Rosenthal VP

Herbert D. Rosenthal, formerly president of Patricia Stevens Cosmetics, has been named vp of sales of Dorothy Lamour Inc., New York, which will shortly introduce a line of popular-priced cosmetics. The company will also operate a chain of beauty salons, the first of which it expects to open next month in New York's Greenwich Village.

'Opera News' Names Friedman

R. J. Friedman Associates, Los Angeles, has been appointed publisher's representative in 11 western states for *Opera News*, published by the Metropolitan Opera Guild.

Goldsmith-Tregar Adds One

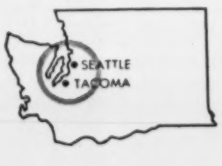
Scintillating Letters Co., Providence, producer of letters for indoor and outdoor displays, has named Goldsmith-Tregar Co., Providence, as its agency.

Seagram's Gin
WORLD'S LEADING
Golden Gin
VO
WORLD'S LEADING
CANADIAN WHISKY
Seagram's
Seven 7 Crown
WORLD'S LEADING
AMERICAN WHISKEY

EDWIN L. DAVIES
Washington State's Representative
SEAGRAM-DISTILLERS CO.

"To make sales in Western Washington we must have local coverage in Tacoma"

"We know from experience that Tacoma must be fully considered in any sales campaign in the Puget Sound area," says Mr. Davies. "Tacoma must be treated as a market that's separate and distinct from Seattle, and it must be given strong merchandising at the local level. Otherwise a large portion of Western Washington's sales potential is lost."



Think Twice About Tacoma

Washington is an evening newspaper state. Of 26 daily newspapers, 21 are evening and only 5 are morning papers. (And of these 5, three are morning-evening combinations.)

Washington State's No. 2 evening newspaper, in both circulation and advertising linage, is the TACOMA NEWS TRIBUNE.

Circulation of the News Tribune is now nearly 85,000

TACOMA NEWS TRIBUNE

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

How Do You Capture the World's Biggest Market?

Comet
Joy
Blue Cheer
Bufferin
Brillo
bridal

You strike directly at its base, and deliver the strongest sales wallop you can.

The biggest market in the world is the huge $330 billion American Family Market. Its base is the never-ending stream of young men and women who get married—1,700,000 couples.

These young people are the crucial factor in the future of your business. They are deciding right now whether they want to buy your products, or not—for a lifetime.

Dozens of manufacturers of household products and packaged foods are capturing the huge Family Market by striking directly at its base with the help of the low-cost BRIDAL PAX program of Controlled Product Sampling.

Learn how successful they are, and what the program can do for you. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.

Controlled Product Sampling
25 Hempstead Gardens Drive, West Hempstead, N. Y.
Offices in Principal Cities: United States, Canada and Great Britain

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN
13,000,000

Grocery Store Sales in '59 Hit $46,540,000,000

Banff, Alta., Aug. 24—Total grocery store sales set a new high of $46,540,000,000 last year. Total dollar sales rose 1.2% while tonnage increased 3.6% reversing the 1958 trend when dollar sales rose 4% more than tonnage sales.

These are highlights of the 13th annual study of "What the Public Spends for Grocery Store Products," conducted by Topics Publishing Co., and released here today at the National-American Wholesale Grocers Assn. convention.

LeRoy M. King, editor of *Food Topics* and *Food Field Reporter*, said that effective advertising and aggressive merchandising, a population increase of 2.16% and an end to recession were the main contributing factors in reducing prices while increasing sales.

■ More than half (52.4%) of the 1958-59 sales gain of $960,000,000 came from non-foods and household items. The sharpest gain in any department of the store was in health and beauty aids, which jumped 14.3%, an increase of 2.9% over 1958. Total contribution of this category to store volume was small—2.32% of every $100.

Alcoholic beverages made the largest contribution of any food category, primarily through a 6.3% increase in beer sales. Supermarkets and groceries now handle 40% of all beer sold, and stores handling liquors account for 28% of the U.S. wine consumption and 2% of distilled spirits sales, it was reported.

■ Among individual food items, the sharpest gain was recorded in instant mashed potatoes, up 61.5%, and the sharpest declines were for lard, down 14.7% and frozen lemonade bases, down 14.3%.

Among the non-food lines, sharpest individual increases were registered by first aid kits, up 63%; cold tablets and capsules, ahead 62%, and razors, up 61%. Heaviest declines were in non-aerosol household deodorizers, down 14.7%, and home canning jars, down 13.7%.

The heaviest dollar increase in the foods section came from baked goods, which contributed 11% of the gain, resulting in part from a widening trend toward on-premises baking.

Declines of 13.7% in dollar sales of regular coffee and 5.7% in instant coffee were attributed largely to lower prices, with the average retail price down to 68.8¢ last year from 82.1¢ in 1958.

■ Among the items reported in which supermarket and grocery sales increased at a faster rate than total national consumption were cigarets, ice cream, boxed candy, candy bars, phonograph records and after shave lotions.

The complete study, covering more than 300 popular items with detailed breakdowns in each category, will be published in the Aug. 29 *Food Field Reporter* and the September *Food Topics*.

CARnation CARnival!!
Win!
61 OF THE WORLD'S MOST GLAMOROUS 1961 CARS!
500
500

CARNIVAL—*Carnation Co., Los Angeles, will give away 61 "glamorous" automobiles between Oct. 1 and Nov. 30 in its "Carnation Carnival." The contest will be announced on the first program of Carnation's new tv show, "Pete and Gladys," over CBS-TV on Sept. 19 and the above color spread will kick off the print drive in the Oct. 10 Life. Ad support will follow in magazines, Sunday newspaper sections, comics sections, on television and radio. Elaborate in-store displays also will be used. Erwin Wasey, Ruthrauff & Ryan is the agency.*

LOYALTY TO FOOD STORE LOW: ROGERS

Banff, Alta., Aug. 26—Curtis C. Rogers, president of Market Research Corp. of America's consumer panel division, told the mid-year executive conference of the National-American Wholesale Grocers Assn. that only one family in ten is wholly loyal to a single grocery store.

About a third of all U.S. households shop in five or more stores, Mr. Rogers said, and one family in 12 shops in seven or more stores.

He noted these significant changes in food-buying households—more working wives, more "senior citizens," increased leisure time, higher incomes, younger marriages, high birth rates, more urban Negro families, continued growth of suburban areas, and over-all advances in educational levels. These make for "differentiation" among people, while stores have tended to "sameness."

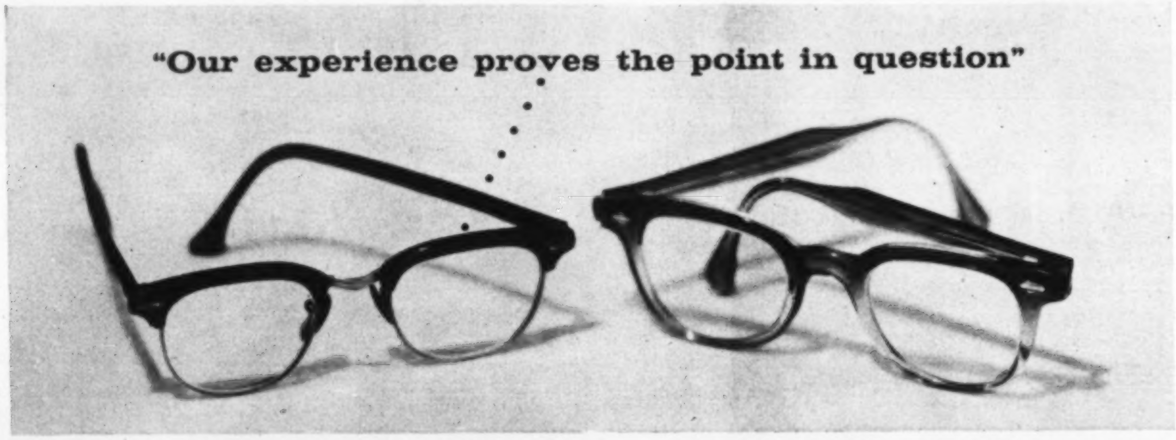
■ He urged displays and advertising set up to meet the requirements of employed housewives, economy-minded couples, or large families, and noted "we tend to merchandise 'en masse,' with no apparent consideration of specialized needs or services."

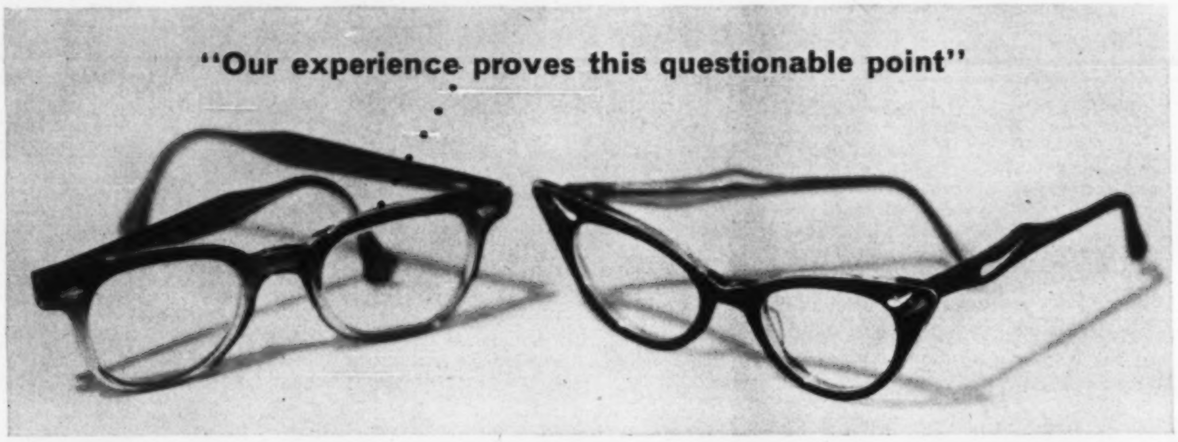
Mr. Rogers noted that independent stores won patrons on three factors: Location, quality, and price. Chains won patrons on price. MRCA found that 30% of shoppers go to specialty meat markets, and this 30% has food expenditures 20% above average. This group goes to chain supers about as often as the average family, but makes 18% fewer trips to independents.

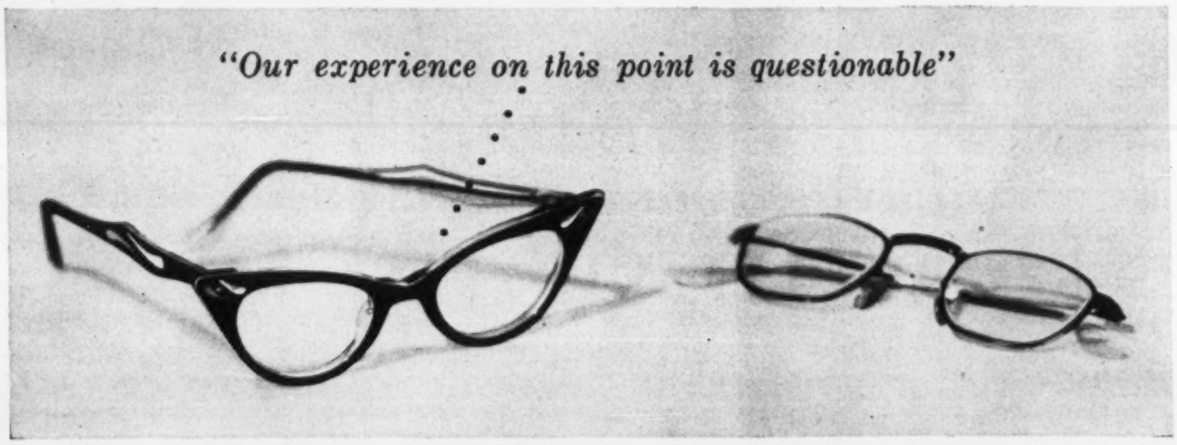
■ Similarly, chain stores get the big tickets: One of four chain store visits entails expenditure of $10 or more, against one of ten independent store visits; conversely, less than $2 is spent in 46% of independent visits, compared with 22% of chain store trips.

By way of illustrating the need for attention to specialized food wants, he reported that MRCA has found that nearly 30% of evening meals in American homes are prepared in less than half an hour.

Mr. Rogers summed up: "Let us retain all the wonderful efficiencies that come under the heading of mass marketing—but let us stop equating mass marketing with universality of needs, desires, and interests." #







TO HELP GET YOUR IDEAS UNDERSTOOD . . .

. . . without costly garbling, from person to person and from group to group—that is the business of The Jam Handy Organization. We're specialists in group communications.

Group communications, you know, *must* be clear to be effective. Even the simplest directives can become twisted—even reversed—in transmission. That's why more top executives are turning to The Jam Handy Organization for help in getting the right message to the right audience, internally and externally. For assistance in making meetings more effective, ask the help of

THE JAM HANDY ORGANIZATION
NEW YORK DETROIT CHICAGO HOLLYWOOD

Dollar for dollar in the first half of '60, the Post had the greatest gain of any magazine...

a cool
$9,462,691

Magazines are sizzling, as more and more advertisers say "magazines first – because magazines last." Hottest of all (cold cash talks!) is The Saturday Evening Post. ■ The Post's gain for the first 26 issues was the biggest of all magazines – nearly *$9½ million* – a blazing *20.2%* increase over last year. This compares with the other big weekly's 26-issue gain of *$6,961,549* – a *10.7%* increase.* ■ For the same 26 issues, the Post is up *128 pages* – a gain of *9.1%* over last year. The other weekly is up *12* pages for this 26-week period.* ■ Our love affair with readers is flaming, too... our circulation rate base zooms to 6,500,000 in early 1961! ■ Hot enough for you? It is if you're in the Post!

*SOURCE: PIB

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST – THE HI-FREQUENCY WEEKLY!

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

This Week in Washington . . .

'Unexpected' Hikes Census Bill for Counting Noses, Congress Is Told

By Stanley E. Cohen
Washington Editor

WASHINGTON, Aug. 25—The 1960 population census is over, but the bill for taking it is still partly unpaid.

This week Congress learned that the cost of taking the census ran $9,000,000 more than anticipated. The work had been minutely planned in advance, but hundreds of thousands of people weren't where the Census Bureau expected to find them.

Business executives and marketers, in particular, will find the bureau's experience interesting. It tells quite a bit about today's labor market, and the changes that have taken place in the people who inhabit our cities.

Although the government has been taking censuses since 1790, the problems that cropped up in 1960 defied all the experience of the past.

■ The old piecework system of paying enumerators blew up. Census workers weren't satisfied with what they earned, and it was ultimately necessary to put thousands on a fixed hourly wage.

From the start, the Census Bureau had trouble finding enough enumerators who measured up to its standards. At today's high levels of employment, competent people have a multitude of job choices, even if they are interested only in parttime employment.

The Census Bureau assured them they could earn about $12.80 per day under the piecework system, but many enumerators found there were easier ways of earning $12.80 per day.

■ The resulting turnover was so great that during the brief life of the census, 225,000 persons had to be hired to keep 180,000 jobs filled. To keep a staff intact for the final go-around, with the complicated housing census "long form" sample questionnaire, the field force was put on an hourly basis. Productivity sagged; and cost per housing unit soared beyond budget assumptions.

At the root of much of the census trouble is the extensive change that has been taking place in the compositon of urban population.

■ Census Bureau's estimates of enumeration costs were based on past experience. Now the cities are filled with hard-to-enumerate people, who slowed down the census takers, or forced them to make an unprecedented number of call backs.

Enumerators found that cities were "heavy" with two-person families. Often the husband and wife were both at work, so it was hard to find anyone at home.

Other neighborhoods were crowded with "underprivileged" people who required time-consuming counseling and even "selling." There were concentrations of non-English speaking people, or people of little education who did not know about the census, or who felt no particular inclination to help.

COBBIES—*U.S. Shoe Corp., Cincinnati, introduces three new styles of Cobbies Red Cross shoes with this color page in the September Holiday. Other new Cobbies shoes will be featured in Good Housekeeping, Ladies' Home Journal and McCall's. Stockton-West-Burkhart is the agency.*

■ The extent of the change that has taken place in our cities seems to have caught everyone off base. Mayors and chambers of commerce shrieked with pain. Thousands of fruitless rechecks were necessary before they could be convinced. Field offices remained open long after they should have been closed.

Local officials found the drop in population hard to believe in the face of other indicators. The number of housing units was up and there were more electric meters. Often there were increases in school registrations.

Although the situation was fairly consistent in most of the major metropolitan areas, near-hysteria swept the top echelons in some communities. Police and firemen were sent out to find people who hadn't been enumerated.

One city decided to take its own census in an area that showed a 30% population drop. Part-way through, it had located less than 3% more people than the Census Bureau, so it finally gave up.

■ The increase in the number of households reflects the two-member families moving into luxury apartment housing, while the increase in electric meters is also an indication of rising standards of living. Bigger school populations often reflect large families in under-privileged parts of the city. Some cities with 25% more children of school age actually contained roughly the same total population they had in 1950.

When the smoke cleared, no significant lapses in the census were exposed. In a nationwide count of this kind with a temporary force of 180,000 spread through every part of the country, some error is expected. In 1960, the bureau expected to count 180,000,000 persons. Since it actually counted more than 179,500,000, it feels the percentage of error must have been very low.

■ The 1960 experience has convinced many people, however, that in a period of rapid change the census ought to be taken more often. With all its experience and skill, Census Bureau could not comprehend the vastness of the shifts that have been oocurring. In the absence of accurate information as a basis of planning, neither government nor business can reach decisions with any assurance that the reasoning is sound.

In all probability there will be serious discussion soon of a proposal to take population censuses at five-year intervals. In a society as complex and mobile as ours, it is a development of no small importance to the marketing world. #

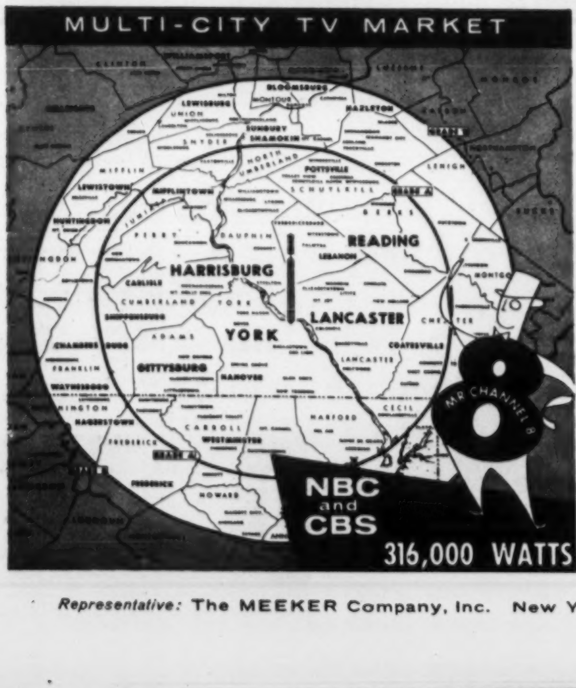
Casterlin Joins Exide

Harry L. Casterlin has been appointed advertising and sales promotion supervisor of the Exide industrial division, Electric Storage Battery Co., Philadelphia. He formerly was with *Aircraft & Missiles*

Everywhere people are saying . . .

Lancaster-Harrisburg-York
is one TV market when
you use WGAL-TV

ITALIAN STATE TOURIST OFFICE



WGAL-TV

is favored by viewers in Lancaster-Harrisburg-York, plus Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities. Profit-proved for advertisers, this multi-city market is important to your selling plans.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

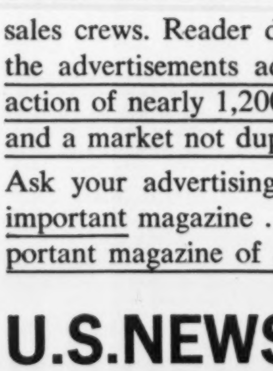
"What is happening in the nation and throughout the world that is important to me now—and for the future?"

The most important question on more than 1,000,000 minds

To be exact, 1,198,629* people buy "U.S.News & World Report" every week. They turn to this unique publication with a basic need motivating and commanding their intense interest. It is the need to be informed—to find the answers to vital questions that hinge on the important news developments of our day.

International tensions, legislative developments, business, health, education, religion and scores of other vital subjects attract these readers to "U.S.News & World Report". This is because it is the only magazine that devotes its entire content to such important news. And this natural attraction results in an audience so exceptional in its characteristics that many advertisers, too, are of the definite conviction that here is . . .

The most important magazine of all


U.S. News
& World Report
THE COMPLETE NEWS MAGAZINE
. . . for business and professional people - and their families

More than readers, this audience is made up of leaders in business, industry, government, the professions—and the community. These are the people who use the important news in their business and personal planning.

A further measure of this readership vitality is the circulation method of "U.S.News & World Report". Readers buy this magazine voluntarily. It employs no pressure methods, no combination offers, no premiums, no door-to-door sales crews. Reader demand is natural. Reader interest is high. And the advertisements address themselves to the attention, interest and action of nearly 1,200,000 informed and alert minds . . . an audience and a market not duplicated anywhere.

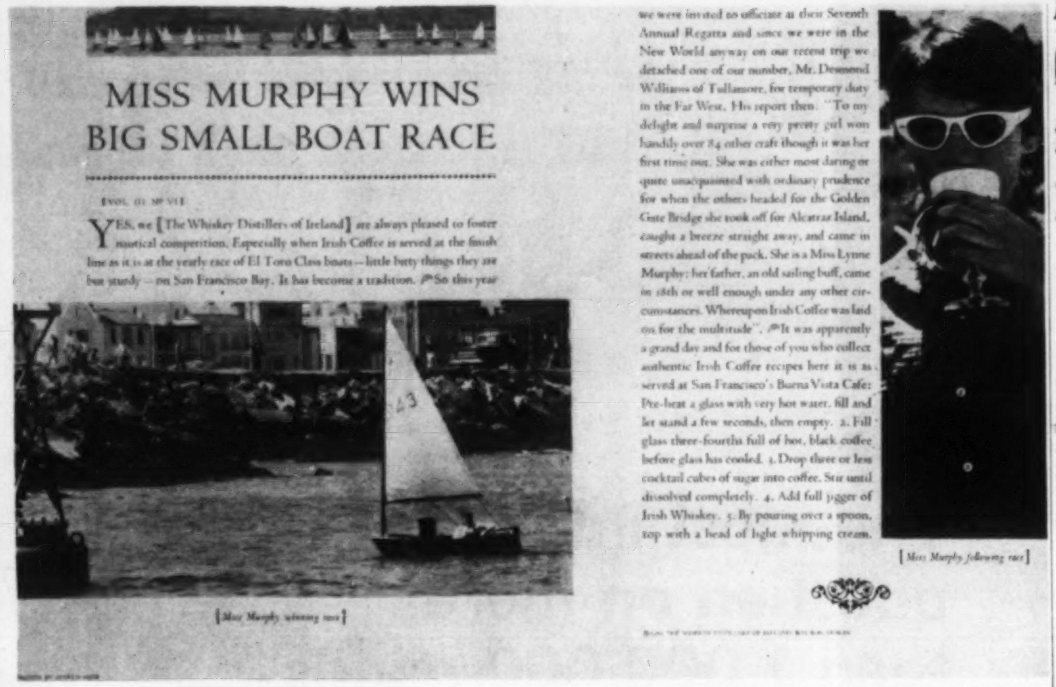
Ask your advertising agency for the documented facts about this important magazine . . . from your standpoint, very likely the most important magazine of all!

U.S.NEWS & WORLD REPORT

America's Class News Magazine

**Average net paid circulation for the 6 months ending June 30, 1960, as filed with the Audit Bureau of Circulations, subject to audit.*

Advertising offices, 45 Rockefeller Plaza, New York 20, N.Y.
Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.



MISS MURPHY WINS BIG SMALL BOAT RACE

[VOL. III Nº VII]

YES, we [The Whiskey Distillers of Ireland] are always pleased to foster nautical competition. Especially when Irish Coffee is served at the finish line as it is at the yearly race of El Toro Class boats—little bitty things they are but sturdy—on San Francisco Bay. It has become a tradition. ¶So this year we were invited to officiate at their Seventh Annual Regatta and since we were in the New World anyway on our recent trip we detached one of our number, Mr. Desmond Williams of Tullamore, for temporary duty in the Far West. His report then: "To my delight and surprise a very pretty girl won handily over 84 other craft though it was her first time out. She was either most daring or quite unacquainted with ordinary prudence for when the others headed for the Golden Gate Bridge she took off for Alcatraz Island, caught a breeze straight away, and came in streets ahead of the pack. She is a Miss Lynne Murphy; her father, an old sailing buff, came in 18th or well enough under any other circumstances. Whereupon Irish Coffee was laid on for the multitude". ¶It was apparently a grand day and for those of you who collect authentic Irish Coffee recipes here it is as served at San Francisco's Buena Vista Cafe: Pre-heat a glass with very hot water, fill and let stand a few seconds, then empty. 2. Fill glass three-fourths full of hot, black coffee before glass has cooled. 3. Drop three or less cocktail cubes of sugar into coffee. Stir until dissolved completely. 4. Add full jigger of Irish Whiskey. 5. By pouring over a spoon, top with a head of light whipping cream.

[Miss Murphy winning race]

[Miss Murphy following race]

FIRST?—*Here is possibly the first ad to run in a U. S. publication showing a female actually drinking an alcoholic beverage. In November, 1958, Distilled Spirits Institute, trade association of the distilling industry, formally removed its ban on the use of illustrations of women in liquor advertising. But it continued in force the proviso that "in no instance may women be shown holding or consuming drinks." The ban held until The New Yorker ran this spread in its Aug. 27 issue. It was placed by Weiner & Gossage, San Francisco, for Whisky Distillers of Ireland. The client in this case does not belong to DSI, nor is it under obligation to screen its copy with the alcohol and tobacco tax division of the Treasury Department because it is an association of distillers and does not promote any individual brand names.*

Colvin to Head Ketchum's New Houston Office

PITTSBURGH, Aug. 25—Ketchum, MacLeod & Grove will open a new office in Houston Sept. 1.

The office is being established to continue advertising and related services to Gulf Oil Corp., whose marketing headquarters will transfer to Houston at the same time (AA, May 9, Aug. 22).

The Houston operation, at 1205 Holman Ave., is the third new office opened by the agency within the past four years. Other offices are in New York and Washington.

▪ George Ketchum, KM&G president, announced that Donald A. Colvin will head advertising operations and H. Dale Henderson will be in charge of public relations activities in the Houston office. Both men have served the Gulf account in Pittsburgh for a number of years.

"It is our intention to develop new business potential in this rapidly growing southwestern section of the country," Mr. Ketchum said. "KM&G's experience is particularly suited to serve the oil, natural gas, chemical and other industries which dominate the area's expanding economy."

Other headquarters personnel transferred to Houston to serve the Gulf account are Stanley Kail, advertising account executive, and W. Kerr Wilson, pr account executive. They also have had experience on the Gulf account. #

WCBS-TV Promotes Lartigue

Armand A. Lartigue, formerly assistant to the business manager of WCBS-TV, New York, has been promoted to business manager, replacing Haworth White, who resigned.

Fowler Leaves Archer-Daniels

Gene W. Fowler, director of advertising and public relations of Archer-Daniels-Midland Co., Minneapolis, has resigned, effective Sept. 1.

'Reader's Digest' Offers Advertisers 8 Regional Editions

NEW YORK, Aug. 26—*Reader's Digest* will—with its January, 1961, issue—have eight regional editions which advertisers may use separately or in any combination.

The editions will be: Northeast, 2,100,000 net paid and a b&w page rate of $8,250; metropolitan New York, 1,000,000 circulation and a $5,000 b&w page rate; Great Lakes, 2,275,000 and $8,875; southern, 1,675,000 and $7,750; north central, 1,250,000 and $6,400; southwestern, 725,000 and $3,700; Pacific Northwest, 485,000 and $2,200, and Pacific Southwest, 1,515,000 and $6,500.

Half pages will not be accepted in the editions, each of which will carry all the editorial and advertising that appears in the national edition, plus extra units. Regional advertisers will get the same frequency-volume discounts in effect for the U.S. edition; "up to 15% for 24 pages or more." They also will get extra discounts by using two or more regional editions at the same time—"up to 16% for five editions or more."

▪ Currently, the *Digest* offers two regional editions, metropolitan New York, and the western. The former will become one of the eight in the new lineup. The western will be divided into the Pacific Northwest and Pacific Southwest editions.

Fred Thompson, advertising director, said rates per 1,000 in the new editions would range from $3.90 to $5.12 a b&w page. He said the *Digest* rate structure allowed the same rates to apply for two-color pages, with no extra charge for bleed.

Mr. Thompson said the *Digest's* eight regions "came as close as practically possible to the marketing patterns of the majority of our present and prospective advertisers" and that the new editions would "permit them to use the *Digest* for copy-testing, product introduction or the continuing support of their regional brands."

▪ Last year, both *Look* and *The Saturday Evening Post* turned to regional editions, the former with its Magazone plan, involving eight zones; the latter with its Select-A-Market operation. Longtime users of regional editions include *Farm Journal, Sports Illustrated* and *TV Guide.* #

General Mills Tells $31,900,000 '59-'60 Ad Total

MINNEAPOLIS, Aug. 23—General Mills spent $31,900,000 in advertising during its fiscal year ended May 31, "down slightly from the year before," Charles H. Bell, president, told stockholders at the company's annual meeting today.

Mr. Bell also told stockholders that advertising "must be increased to generate acceptance of a growing product family."

Figures released by General Mills on ad expenditures differ from figures in the General Mills profile appearing on Page 123 of this issue of ADVERTISING AGE because the former are figures for General Mills' fiscal year, ended May 31. ADVERTISING AGE's figures are based on measured media figures, reported on a calendar year basis, for the year 1959. General Mills also told ADVERTISING AGE that the $31,900,000 represents mostly media expenditures, and does not include expenditures in such areas as direct mail, couponing and collateral materials, which AA includes in its "unmeasured ad expenditures" figure.

▪ Mr. Bell predicted a heavier demand in the "soaring '60s" for foods with built-in convenience, such as Betty Crocker cake and baking mixes and instant potatoes.

He said that the company expects to share fully in expanding business, not only in foods, but also in chemicals, electronics, animal feeds, oilseed products, special commodities and other markets.

Expenditures for plant and equipment increased during the past decade from a little more than $4,500,000 to nearly $20,000,000 last year. Mr. Bell said the heavier expenditures were necessary to "assure efficient plant facilities with which to move into the '60s." #

NBC Seen Likely . . .

Ciba Seeks Net to Push Ethical Drugs via TV

Technical Lingo Seen Barring Lay Viewers; Medical Radio Reschedules

NEW YORK, Aug. 23—Ciba Pharmaceutical Products, leading ethical drug house, has placed an order with National Broadcasting Co. for a 15-minute network television program designed for a physician audience only.

▪ Ciba plans to present this weekly program on Sunday afternoons, beginning Oct. 30.

The program—"This Week in Medicine"—was tested in four cities last year. It would represent the first regular use of open-circuit television for the promotion of ethical drugs.

Ciba announced yesterday its entry into national tv to reach doctors, but it is making no mention of the network that will carry the program. The reason for the omission is that NBC has as yet been unable to guarantee a full lineup of stations.

The scheduled program time—1:15-1:30 EST—is local station time.

NBC reported this week that it has now cleared time on four of its five owned stations. A telegram to the 60 basic network affiliates went out earlier this week asking them to clear the time. The network said it was hopeful that it will be able to carry the program but that it is still too early to tell how many stations will sign up.

▪ Sudler & Hennessey, Ciba's agency, said that if NBC is unable to deliver a network lineup, its client will try to switch the program to another network—probably ABC. And if that doesn't work, the company is prepared to go into tape syndication, the agency added.

"This Week in Medicine" will feature a worldwide summary of medical news and a film on some aspect of research, clinical medicine or surgery. It will carry commercial messages for Ciba's prescription drugs. Sudler & Hennessey will package the entire program.

Ciba says the program tests last year showed that even though the general public could tune in, "the technical language and subject matter restricted the audience almost entirely to physicians and other health specialists."

▪ Meanwhile, in another development involving use of new media to reach doctors, NBC told ADVERTISING AGE that its Medical Radio System is still very much alive and will be inaugurated no later than next Feb. 1. The original starting date was September, 1960; this was later pushed back to Jan. 1.

Irving Sulz, who heads this project for NBC, said the service will be started in seven markets—Boston, New York, Philadelphia, Washington-Baltimore, Chicago, Fort Worth-Dallas and San Francisco. The NBC service calls for 13 hours of daily broadcasting to doctors' offices via an fm multiplexing system. The programs are sponsored by ethical drug companies.

Mr. Sulz said there are 40,000 doctors in the seven markets, and NBC hopes to be able to deliver between 10,000 and 12,000 of them. Originally NBC planned to deliver 50,000 doctors at a cost-per-advertiser of $338,000 a year, based on a 52-week schedule. This rate has been scaled down considerably, according to Mr. Sulz.

In another change, agencies will now be able to apply commissions on 50% of the cost. In the first presentation, the agencies were told that they would be able to apply commissions on only 15% of the package. #

P&G Shifts Snow, Harness, 4 Other Marketing Execs

CINCINNATI, Aug. 23—Procter & Gamble Co. has made E. A. Snow, presently vp-advertising, vp of the toilet goods division, effective Oct. 1.

At the same time C. M. Fullgraf, who now manages the toilet goods division, will become managing director of Thomas Hedley & Co., P&G's English subsidiary, succeeding K. W. Streith, who will have a special assignment to develop P&G business in Sweden, Norway, Denmark, Portugal and Austria.

E. A. Snow

C. M. Fullgraf

E. G. Harness, manager of the soap products division promotion, will become manager of the soap products division advertising department. A. N. Halverstadt, present manager of the advertising production division, will become general advertising manager, responsible at a staff level for guiding and correlating advertising policies, practices, and advertising personnel development for all P&G operating divisions.

E. G. Harness

A. N. Halverstadt

▪ Effective Sept. 1, M. L. Looby, who has been manager of the southern region of the case food sales department, will become retail sales manager of Charmin Distributing Co., paper products subsidiary. #

Direct Mail Unit Elects Holes

William W. Holes, vp of Holes-Webway Co., St. Cloud, Minn., has been elected president of the Direct Mail Assn. of the Upper Midwest, Minneapolis. Other new officers include Harold R. Gabrielson, Mailers Service Inc., 1st vp; Richard Schiller, 2nd vp; Edward P. Johnson, Cupples-Hesse Corp., 3rd vp; Elaine Johnson, Burgess-Beckwith Inc., secretary, and Gary Gordon, Paypar Products Co., treasurer.

ABC-TV Promotes Mart

Eric Mart, formerly a senior analyst in the research department at ABC-TV, New York, has been promoted to a presentations writer in the network's sales development department.

Reliable transmission of
intelligence requires perfect
synchronization of
electronic operations.

In radar, sync pulses
lock the moving
scope trace in step with
the rotating antenna.

sync

sync

sync

In the electronics industry,
sheer quantity of weekly
news makes "sync"
esential for fast, reliable
transmission.

Electronic News operations
are thoroughly sync-ed.
A story can break,
be covered, transmitted
to headquarters, edited,
headlined, typeset,
proofread, matted, plated,
printed and on its way
to the reader in less
than half an hour.*

*When pressed, we've done it in 20 minutes.

Today's Index
Electronic News
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
MIRROR EXTENDS SPECTRUM RANGE
Optical Maser Held

Drug Names 'Not Truly Brands' . . .

Teach Young Medics to Judge Ads, Doctor Says

Schools Told of Course Giving Clues to Drug Makers' 'Reliability'

EVANSTON, ILL., Aug. 23—The nation's medical schools have been urged to institute courses that would prepare future doctors to evaluate the "enormous advertising pressure to which the physician is subjected."

This recommendation is advanced by Dr. Solomon Garb in the August *Journal of Medical Education*, official organ of the Assn. of American Medical Colleges.

He asserts that such courses are needed "to offset the Madison Ave. influences" in the promotion of ethical drugs.

Dr. Garb is with the department of pharmacology of Albany Medical College, Albany, N.Y. His department has conducted a drug advertising evaluation course for the past three years, and his article constitutes a report on this program.

The Albany students, Dr. Garb reports, studied the advertising of 26 pharmaceutical companies. They examined journal ads and direct mail pieces, and they also had an opportunity to question detail men in person. In addition, they wrote directly to the companies.

■ Ads were checked for their reliability, the key question being "whether the information given by the company was reliable enough to allow the student, if he were a physician, to decide how to use the drug safely, properly and rationally, with adequate knowledge of its weak points, drawbacks, and toxicity."

In the end, the companies were rated according to their "reliability."

Dr. Garb reports that the students rated 11 of the 26 companies

(Continued on Page 180)

Hollingshead Account Moves to W. B. Doner

CAMDEN, Aug. 25—R. M. Hollingshead Corp., manufacturer of automotive, aviation and industrial maintenance chemicals and consumer household products, has appointed the Philadelphia office of W. B. Doner & Co. to handle advertising, merchandising and public relations, effective Sept. 1.

The account has been handled for the past three years by Gray & Rogers, Philadelphia. Billings last year were around $150,000.

The company has three plants, in Camden, N.J.; Sunnyvale, Cal., and Toronto. Automotive and industrial maintenance products are handled by the company's Whiz division, while household products such as Dab, for repairing rainwear and other plastic items, and Met-Lit, a metal sealer, are handled by the Universal division.

■ According to a source close to the company, plans call for special emphasis on merchandising and marketing of the products of these two divisions, and for development of new products with consumer appeal. The aim is to emerge gradually with a strong consumer image. #

Daggett Joins KBOX

Parker R. Daggett has been named general manager of KBOX, Dallas, Balaban radio station. Mr. Daggett was formerly general sales manager of WRIT, Milwaukee, also a Balaban station.

CBS Radio Plan Cuts Network Hours

NEW YORK, Aug. 23—CBS Radio has set forth the specifics on plans for revision of its network program schedule, effective Nov. 26.

As indicated earlier, the network will (1) drop all daytime serials and most other entertainment shows, (2) increase the length and frequency of news reports, and (3) cut back slightly on the total weekly programming service provided (AA, Aug. 15).

CBS is now required by contract to provide 42 hours and 23 minutes of programming weekly, but counting public affairs and other specials, this figure generally runs around 52 hours and 48 minutes. Under the modified contract setup, a minimum of 38 hours and 48 minutes is called for, but the network expects to program approximately 48 hours and 33 minutes. The regular weekly news allotment will be increased from 11 hours and 23 minutes to 17 hours and eight minutes.

In outlining the plan in a letter to affiliates, Arthur Hull Hayes, president of CBS Radio, noted: "The network service to affiliates would concentrate more than ever before on the things which radio does best and which network radio, as contrasted with the individual stations, is uniquely geared to do."

■ The proposal, which gives stations a framework of news, public affairs and a few morning personalities to blend into their own program images, already has the okay of the CBS Radio affiliates board. Station approval is expected at the annual network convention here Sept. 28 and 29.

The expanded news schedule calls for 10-minute newscasts on the hour, and five-minute news and human interest segments on the half-hour. Some of the 10-minute "big news" shows will be sold by the network, some by stations and some by both—seven and one-half minutes with two minutes of commercial for the net and two and one-half minutes with one minute of commercial for stations. In some cases, stations have the option of cutting away for the last two and one-half minutes and presenting local news.

■ There will be no change in the basic business relationship between the network and its affiliates; it will be, as it has been for the past 20 months, primarily a barter arrangement, with station time exchanged for network programming service. The service will cost the station—in amount of time required—slightly less than it has in the past.

Currently stations must clear 30 hours for sale by CBS; this will be cut to 24 hours and 48 minutes. In exchange for this amount of time, stations will get nine hours and 30 minutes of news for station sale and a minimum (this is always exceeded) of four and one-half hours in public service programs. Station compensation, based on 30% of the station's rate, is occasionally involved in a carryover show or a special. #

unretouched photographs demonstrate
a better look in seconds, a better skin in days
Dermacare
a new plan for blemish control
with the medicated cream that works while you play!

NEW MARKET—*With this color ad in the October Good Housekeeping, Coty Inc. aims for a younger market via its new Dermacare medicated treatment kit, its first pharmaceutical products.*

Coty Ads to Push Dermacare Kit for Teens

NEW YORK, Aug. 23—Coty Inc. is entering the treatment field this month with a Dermacare medicated treatment kit from its pharmaceutical division. The three-item kit will be promoted as a "round-the-clock plan for blemish control."

With these new items, the company is breaking away from its traditional market of the 30-years-old-and-up age group and is turning its sales attention toward the 13- to 26-year group. It is part of a new program "to bring the Coty girl down in years" and to change the image of Coty as "the product that grandmother used to use."

■ The new line will be advertised to the consumer from September through December in *Good Housekeeping* and *Seventeen* and on "American Bandstand" (ABC-TV). A separate campaign will run in *Archives of Dermatology, American Journal of Nursing, Modern Medicine, RN, American Druggist* and *Drug Trade Journal*.

• The *Good Housekeeping* campaign will be illustrated by unretouched photographs of a 16-year-old girl before and after using Dermacare for 30 days.

• The *Seventeen* ad shows pictures of a disconsolate and a jubilant teen ager with the legend: "I thought I'd cry all night . . . but I danced instead."

• The campaign in medical journals lists the product ingredients and points out that Coty adds "the art of the cosmetician to the time-tested topical acne regimen."

■ The three items in the line are a foam wash, a medicated makeup cream in six shades, and a night lotion. In the opening introductory offer, the $3.95 kit will sell for $2.95.

Included in the kit is a booklet, "Talk About Teen-Troubled Skin," which explains the causes of acne and how to cope with it.

Since the items are pharmaceuticals, they carry no cosmetics tax. They are also being handled by a medical agency, Burdick & Becker. #

Time Inc. Names Gilbert Manager of Broadcast Division

NEW YORK, Aug. 25—Frederick S. Gilbert, general manager of *Time*, will shift to Time Inc.'s broadcasting division as general manager—a new title for that division.

Mr. Gilbert will report to Weston C. Pullen Jr., who is vp in charge of the publishing company's broadcasting and real estate operations. Mr. Gilbert's replacement at *Time* has not been announced.

Mr. Gilbert has been given the assignment of coordinating the expanding broadcast activities of Time Inc., which owns KLZ and KLZ-TV, Denver; WFBM and WFBM-TV, Indianapolis; WTCN and WTCN-TV, Minneapolis, and WOOD and WOOD-TV, Grand Rapids. He will also direct the company's activities in the production of news and news feature programs for tv and radio.

■ The new broadcast executive joined Time Inc. in 1935 as a "March of Time" salesman. He advanced through the ranks of the advertising sales department of *Life* and *Time*, moving up to the post of assistant publisher and then to general manager of *Time*.

During the past year the Time stations have been experimenting with programming and news techniques. A broadcast news bureau under the direction of John W. Roberts now functions in Washington. A similar bureau will be set up this fall in New York.

Bob Drew, a former *Life* editor, has been experimenting with a new candid motion picture technique adapted for television. He already has produced two one-hour news films. A team of editors has been going through the 10,000,000 feet of film in the "March of Time" library to see how this material can be put to effective tv use. #

Beech-Nut Shift Is $8,500,000 NBC Plum

NEW YORK, Aug. 26—Beech-Nut Life Savers, which last week dropped ABC-TV's Dick Clark nighttime show (AA, Aug. 22), has shifted most of its tv budget to NBC. Participations in 18 NBC shows have been ordered, at a cost estimated by the network at $8,500,000 in gross time.

Beech-Nut ended its run on Mr. Clark's nighttime show when ABC moved the show from 7:30 to 7 p.m., EDT, and then "wasn't able to clear a sufficient number of stations at the earlier time." James D. Parker, manager of Beech-Nut's gum and candy division, said the company decided to move most of its money to NBC because "we found some very good buys there."

Beech-Nut's only use of ABC is to consist of four minutes per week on Mr. Clark's "American Bandstand."

■ The company's NBC schedule is expected to begin in October, with half-sponsorship of a new Saturday afternoon series, "NBC Saturday Prom." Participations have been ordered in "Shirley Temple," "Michael Shayne," "Laramie," "The Westerner," "Tall Man," "Outlaw," "Dan Raven," and "Thriller," plus 40 one-minute participations on the "Jack Paar Show."

Beech-Nut also has bought alternate-week sponsorship of "Lone Ranger" and "Captain Gallant," both Saturday shows, and alternate one-quarter hours on "Dough Re Mi," "Price Is Right," "Truth or Consequences," "Loretta Young Theater," "From These Roots" and "Here's Hollywood."

The order was placed by Young & Rubicam. #

RCA to Return to Newspapers to Push Color TV

Magazines, TV Also Set; Drive Backs B&W Stereo, Radio Sets, Too

CHICAGO, Aug. 25—Radio Corp. of America will use newspapers for the first time in four years to promote its 1961 line of color television receivers, it was disclosed here today at a national distributors meeting.

The company will launch the newspaper campaign Sept. 15, with 1,100-line b&w ads in about 160 newspapers in key markets. The ads will contain the names and addresses of local dealers but will be placed by RCA.

RCA, which has added three new 21" color tv sets to its line for 1961, will place heavy advertising emphasis on color tv during the next 12 months. In addition to newspapers, RCA will run spreads and pages in *Extension, Life, The New Yorker, Reader's Digest, Sports Illustrated* and *Time*.

■ The magazine push starts with spreads in the Sept. 19 issues of *Life* and *Sports Illustrated*. RCA has cut down on the number of magazines from last year, dropping several shelter and women's magazines, but plans to spend just as much money in magazines this fall as it did in 1959. RCA used about 12 magazines last year.

RCA VICTOR boosts TV picture pulling power 30%!
Exclusive New Vista tuner delivers 30% more picture pulling power...with so much in reserve that you'll get the best picture possible, wherever you live

BETTER RECEPTION—*RCA will feature its new Vista tuner in its 1961 line of tv sets on this page, scheduled to run in the Oct. 31 issue of Life.*

■ The company also will promote the color tv sets on two NBC network tv shows—"Bonanza" and the new "Shirley Temple Show." The two tv shows and *Extension, Life* and *Reader's Digest* will be employed to promote RCA's b&w tv sets, which include 14 new models.

RCA will kick off a campaign for its new line of stereophonic Victrolas and radios with a color page in the Oct. 17 issue of *Life*. Other magazines on the schedule include *Reader's Digest, Sports Illustrated* and *Time*.

■ A new feature in RCA's tv sets which will receive strong emphasis in the advertising is a new Vista tuner, which RCA says will bring in tv pictures in extreme fringe and difficult reception areas.

To stimulate the trade on color tv, RCA will run junior pages early in September in *Electrical Merchandising Week* and *Home Furnishings Daily*, which contain testimonials from dealers about their success in selling color tv receivers.

J. Walter Thompson Co., New York, is the agency. #

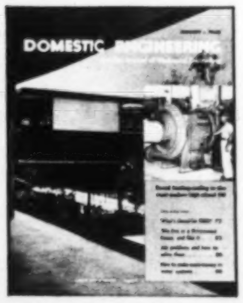
WE BELIEVE...

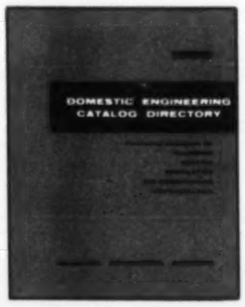
that a single audit for business papers is the biggest need for the improvement of media selection in the business paper field.

Do you? Industry leaders have virtually unanimously expressed their approval of the single audit. Domestic Engineering Company has supported this cause with a series of advertisements in the advertising press. Media/scope, Printers' Ink and Industrial Marketing have urged action through their editorial columns.

It is time for the thousands of advertising people who determine which business papers will be used for advertising schedules to voice their opinion. The results of this poll, favorable or unfavorable, if answered in sufficient quantity will be presented to the Board of Directors of the Audit Bureau of Circulations and to the Business Publications Audit. Your opinion is important! Vote now!

DOMESTIC ENGINEERING COMPANY
1801 Prairie Avenue, Chicago 16, Illinois
PUBLISHERS OF





Institutions

1961
Institutions CATALOG FILE
ief

ACTUAL
SPECIFYING
ENGINEER

engineers'
PRODUCT FILE
heating
air conditioning
ventilating
piping
plumbing
refrigeration

DETACH HERE

AUDITING PRACTICES OPINION POLL

(We have requested Peat, Marwick, Mitchell & Co., Certified Public Accountants, 111 West Monroe Street, Chicago 3, Illinois, to summarize the opinions submitted. Send your ballot to them—do not send it to Domestic Engineering Company.)

PART I

1. Check one answer only.
   - ☐ I would favor a single audit for all business publications conducted by one auditing organization.
   - ☐ I would favor using the present existing auditing organizations, but have them use a common audit form.
   - ☐ I favor the present auditing procedures and reports and that the auditing organizations remain basically as they are now.

Comment:______________________________

____

(Your answer to the above can be counted *only* if you answer Part II and Part III.)

PART II

1. Check the auditing organizations of which your company is a member or you are a director.
   ABC ☐ BPA ☐ VAC ☐
2. Do you determine or help to determine business paper advertising schedules for your company or clients?
   Yes ☐ No ☐
3. Do you consider that you understand adequately the present differences between ABC, BPA and VAC audits?
   Yes ☐ No ☐
4. Do you ask to examine an audit statement from each publication that you use or recommend?
   Yes ☐ No ☐
5. For each of the three principal auditing organizations indicate your general opinion of their present auditing practices.
   ABC—Favorable ☐ Unfavorable ☐ Do Not Know ☐
   BPA—Favorable ☐ Unfavorable ☐ Do Not Know ☐
   VAC—Favorable ☐ Unfavorable ☐ Do Not Know ☐
6. In each of the three situations below, if all other factors were equal in each situation, to which type of audited publication would you give preference?
   ABC Publication ☐
   BPA Publication ☐ Makes No Difference ☐

   ABC Publication ☐
   VAC Publication ☐ Makes No Difference ☐

   BPA Publication ☐
   VAC Publication ☐ Makes No Difference ☐

Comments:______________________________

____

____

____

____

PART III

1. Please indicate the nature of your company
   - ☐ Manufacturer or Distributor
   - ☐ Retailer or Service Industry
   - ☐ Advertising Agency
   - ☐ Media
   - ☐ Graphic Arts
   - ☐ Association

   Other:______________________________
2. Title.
   - ☐ President
   - ☐ Vice President
   - ☐ Sales Manager
   - ☐ Advertising Manager
   - ☐ Account Executive
   - ☐ Media Director
   - ☐ Space Buyer

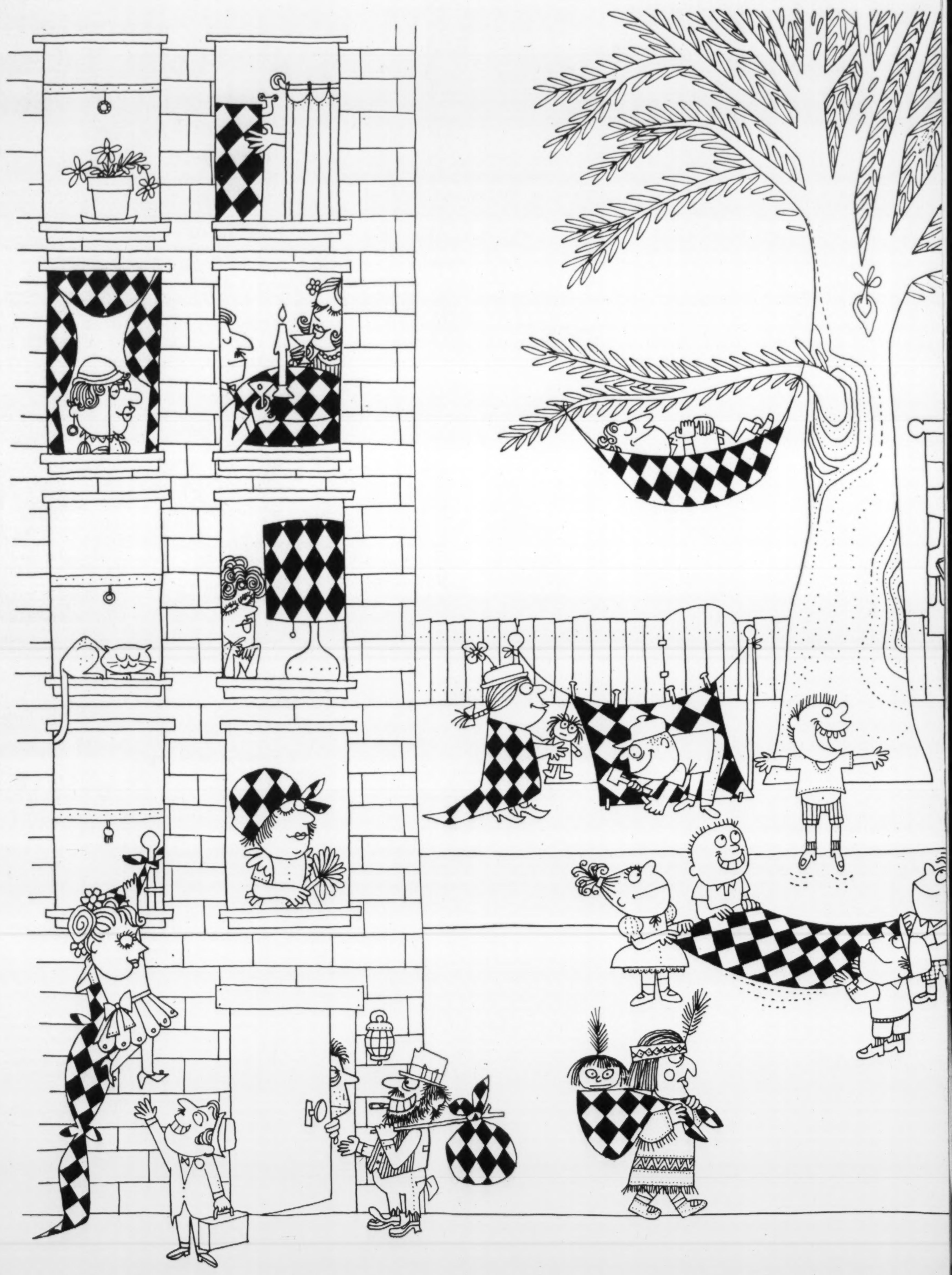
   Other:______________________________

OPTIONAL

Company:____________________ Address:____________________

Individual:____________________ Title:____________________

Return to: Peat, Marwick, Mitchell—CPA's
111 W. Monroe St., Chicago 3, Illinois



Media's Law:

To a seller of checked towels, the pulling power of an advertising medium is equal to the number of checked towels sold.

To media men, pulling power is influenced by several interrelated factors.

The law or formula looks like this:

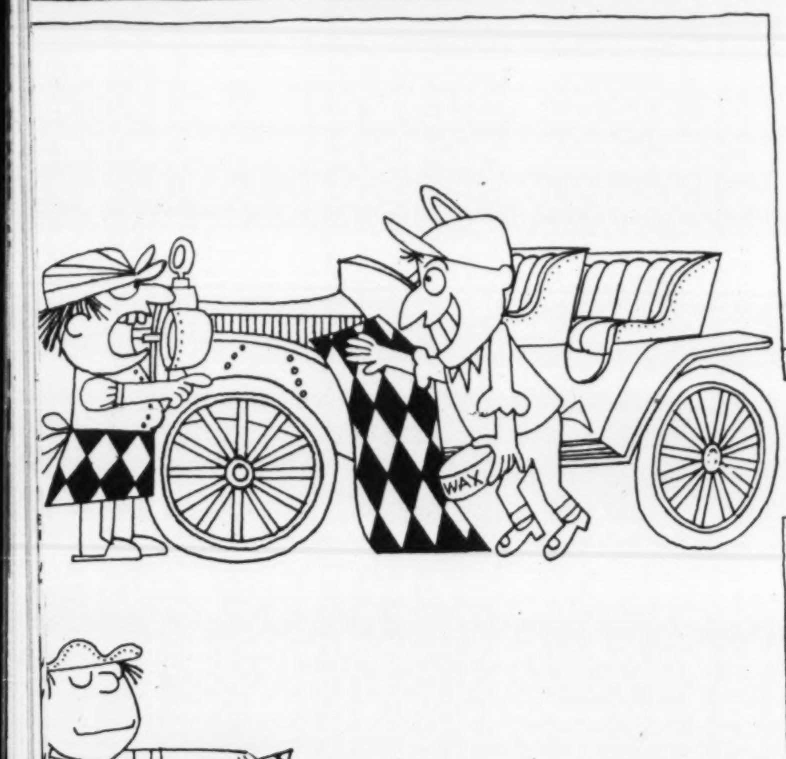
Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

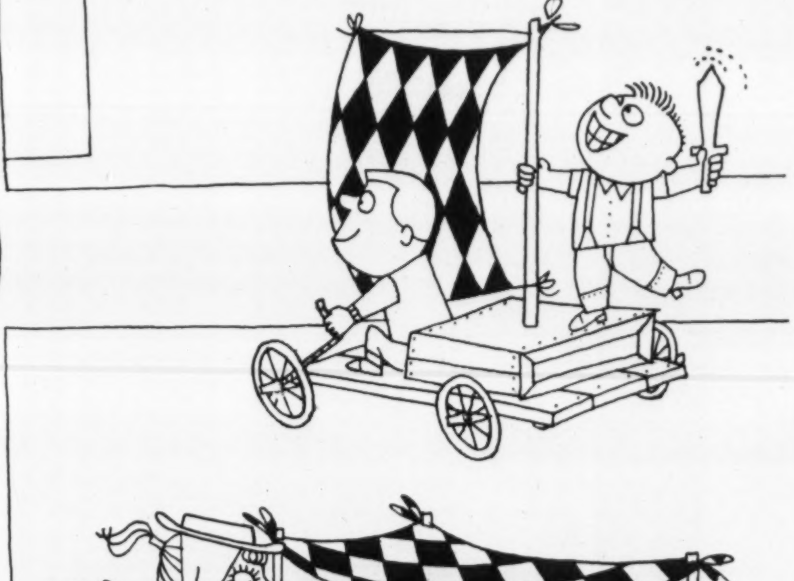
The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune





The Editorial Viewpoint . . .

The Fifth Time Around

Proudly, Advertising Age presents in this issue its fifth annual "100 Leaders" compilation, with marketing profiles of the 100 companies which led the national advertising parade in the United States last year.

Beginning on Page 41, and continuing through Page 174, are detailed reports on the marketing, sales and advertising histories of a hundred companies (including scores of subsidiaries) which together invested something like $2.5 billion in advertising and promotion in 1959. This is not far from 25% of the total advertising investment for that year.

Our pride in this compilation grows from year to year, as the material—and especially the statistical material—is refined and re-refined. So far this year, for example, two companies which had not previously released figures on advertising investment did so—and in both instances the figures printed months before, in last year's "100 Leaders" issue, proved to be startlingly accurate.

Compilation of the "100 Leaders" material involves practically everyone on the AA staff. But the job could not be done without the extraordinary assistance of hundreds of people within the leaders' own organizations, who supply much of the material and check galley proofs for accuracy. Sometimes these are members of the top executive staff; sometimes they are public relations people. To all of them, we gratefully extend our thanks.

Ugly Word, Ugly Business

In the last few months, in the wake of the quiz rigging and the payola scandals, many advertising men have said privately that the area which they wished could be exposed and cleaned out is the business of kickbacks, split commissions and payola in the production end of the advertising business.

Almost any printing salesman or engraver, any art studio or broadcast production organization, can tell you stories from their own experience with advertisers and agencies which are appalling. Behind these stories lie some of the unprinted and unprintable reasons for changes of men and of accounts. The stories are shabby, and where responsible agencies and advertisers have discovered the disgraceful proceedings they have usually moved promptly to correct them. But the prevalence of the practices makes it clear that many advertisers and agencies either aren't inquiring into them, or that they acquiesce.

We strongly suspect that any company that wants to correct these corrupt practices can do so. Checking bids, rotating people in sensitive assignments, and keeping a fairly close eye on how lavishly one's employes live, play and receive gifts are only a part of the process. Another part is to know one's suppliers well enough to have them feel sure that no boodle taking would have the approval of the management. Still another is the basic error of putting poorly paid people into jobs where they are easily seduced by unscrupulous vendors. Poorly paid people with large amounts of money to disburse represent the classic ingredients for corruption.

Kickbacks are a sore subject. In organizations where they have been discovered, the results of the investigation have usually been pushed under the rug. The people involved left quickly without farewell parties. The suppliers disappeared from the resources list. Nobody said anything more about it. This embarrassment and its hushed-up response is natural, but it might be far better for the company's morale if the facts and the consequences were more widely known.

The Post Office Comes Through

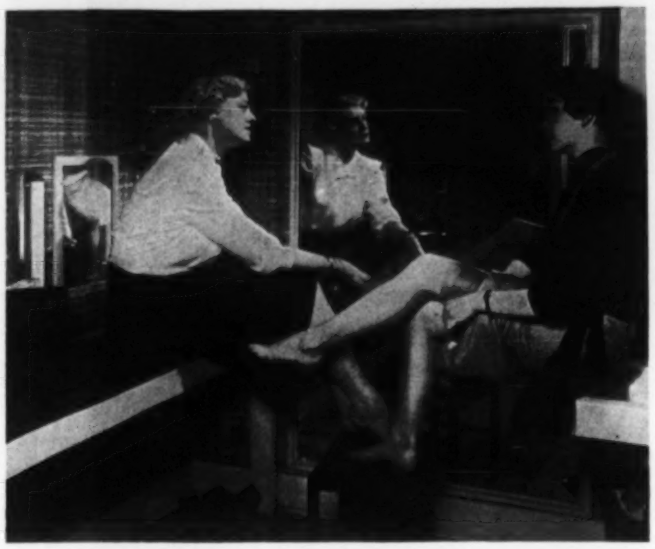
Earlier this year, we published a series of editorials discussing postal service and its deficiencies. One of them—in our May 23 issue—told of the peculiar delivery service Advertising Age was getting in the Los Angeles area.

We print all week long, but we do not close our last forms until 7 p.m. Friday evening in Chicago. Despite this late closing, high-speed presses and the very latest techniques of reproduction enable us to produce more than 50,000 weekly copies for mailing on Saturday, and delivery practically everywhere on Monday.

Earlier this year, because we were not satisfied with deliveries on the West Coast, we re-arranged printing and mailing schedules so that, in theory at least, we could achieve Monday delivery in that section of the country, as well as elsewhere. But in May we reported, with some tartness, it must be admitted, that some Los Angeles subscribers were getting their copies on Monday, but others weren't getting the same copies until Tuesday, or Wednesday, or even Thursday!

We are delighted to report that the situation has improved considerably, due in very large measure to the assistance the Post Office people, both in Washington and Los Angeles, have given us in improving our own procedures and theirs. We are grateful, and happy to acknowledge the cooperative and helpful attitude of Post Office personnel.

Gladys the beautiful receptionist



—Albert Karsch, ad manager, Farmington News, Farmington, Mo.

"There is something to be said for unadvertised products. The cheaper the hose, the more run you get for your money."

What They're Saying . . .

A Tip for the Cosmetics Boys

Every time I pick up a woman's magazine to read about the latest campaign to improve husbands I am struck by the fantastic number of cosmetic ads—and their rather lustful approach to advertising, perfumes in particular. While their articles preach virtue, ladylike conduct, good grooming and painless childbirth, the perfume ads seem to indicate that every American female would like to be, if not a Fallen Woman, at least one with a poor sense of balance . . . This . . . uh . . . passionate approach to cosmetic advertising is something that appears to have happened only recently, apparently as the result of the flights of fancy of the advertising men, not particularly because women have changed . . .

We hate to admit it, but this approach is starting to crop up in men's cosmetic racket, which has come a long way from bay rum and witchhazel in the last decade . . . The male-cosmetic industry is strong on recipes that are supposed to smell "masculine" and sort of hairy-chested. One lotion gives, by name, label and ad, the impression that the man who uses it will impress people that he is of the swank, horse-show, riding-to-hounds set, which is supposed to be a cut above ordinary country-club or sports-car in the social hierarchy . . .

Far be it from us to tell the billion-dollar cosmetics trade how to run their business, but if they wish to make the American male so damnably attractive to the opposite sex they should concoct an after shaving lotion that smells like money. And if they want to get fancy they can call it "Eau de Cash" or "Parfum de Capital." Get on the bandwagon, boys. You'll make a fortune.

—Editorial in the Marquette County Tribune, Montello, Wis., by R. T. Wright, editor and publisher.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard, Murray Keatinge**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Per capita beer consumption in 1959 rose to 15.9 gals., reports the *Brewers' Almanac.*

Most of the increase was probably contributed by thirsty baseball fans sitting in front of their tv sets.

•

"No one's getting rich at CG, but it no longer seems totally impossible," remarks the fledgling agency.

After only nine months in business, that's definitely a sign of progress.

•

The National Better Business Bureau, with the help of NEMA, has persuaded refrigerator manufacturers to drop claims of "gross cubage."

Someone evidently thought this represented gross exaggeration.

•

"ABC Radio drops $800,000 in billing on religion shows," reports the world's greatest advertising journal.

Not so long ago the reference would have been to "religious shows," and no one would have raised an eyebrow.

•

"F&S&R resigns Sterling Guild—cites lack of ads," the headline says.

The best possible reason for an agency resigning an account is that the advertiser doesn't advertise.

•

The Poultry & Egg National Board is going to reassure consumers who eat hen products on the subject of cholesterol.

They'll probably be able to show that you can have heart disease whether you like eggs or not.

•

Someone is always trying to take the joy out of life. Now a writer comes forward to report that the heroes of those popular tv westerns were low-down bushwhackers who shot their victims in the back.

•

"Postal service has deteriorated and is getting worse every day," asserts the president of the National Assn. of Letter Carriers.

Maybe Mr. Summerfield should add a few carrier pigeons.

•

An agency looking for a food merchandising man says he should know all about "deals, couponing, display, premium development, contests, store-wide sales, etc."

And of course it won't hurt a bit if he knows something about advertising.

•

Now that Echo I is in orbit, is i too much to expect that the nex balloon to go aloft will be launche by GOA, carrying a shining mes sage for all the world, "Drinl Coca-Cola—delicious and refresh ing"?

•

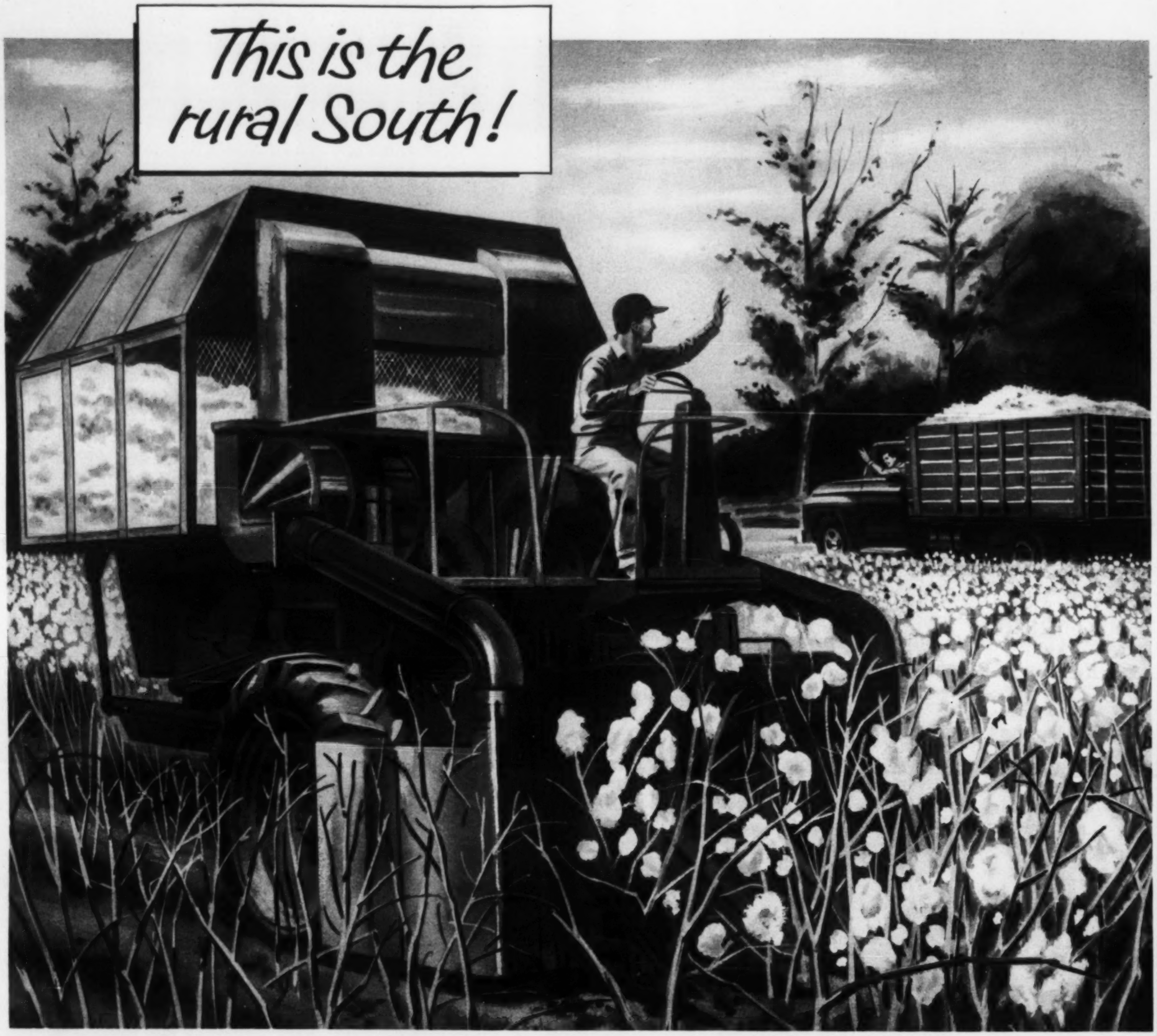
If any team other than th Yankees wins the American Leagu pennant, its members should glad ly share their World Series loc with the Washington Senators.

Copy Cu

HOW TO AVOID HOME REPAIRS
Young Adults
Redbook
INGRID BERGMAN TELLS OF HER FIGHT FOR HER CHILDREN
WHY YOUNG MOTHERS FEEL TRAPPED
AFTERMATH OF A MIXED MARRIAGE
BEST OF THE NEW FALL FASHIONS

Page after page of excitement! Something wonderful's happening to Redbook. You're in at a preview of September, for instance. There's a bright look to it, life to it, a beauty. Here's stunning proof that Redbook's editors know and love their jobs. Here's another striking demonstration of Redbook's dominance of the Young Adult field. Here's another reason pace-setting Redbook has attracted 500,000 new readers in 16 months–guaranteeing a circulation of 3,350,000 effective January 1961. Redbook's success is no mystery. All it takes is talent! Make sure you see the September **REDBOOK**

REDBOOK The Magazine for Young Adults. 230 Park Ave. New York, MU 6-4600—and Chicago, Boston, Los Angeles. Another exciting publication of THE McCALL CORPORATION


This is the rural South!

Land of Power for Plenty

Power for production is the new theme of the rural South! That's why more and more of these big, expensive cotton pickers are working the fields. And why 39% of the nation's farm-owned trucks are in the South! By 1965, it is estimated that the South will have been responsible for 61% of the gain in farm tractors in the U. S. since 1952.

Because of this trend to power, Southern farmers are better customers than ever for the seed, feed, fertilizer, chemicals and equipment necessary to farm production... plus the many hundreds of products that are part of family living. The rural South is a rich, growing market...and The Progressive Farmer gives virtually *exclusive* access to it!

No farm or urban magazine—regional or national—can match the power of The Progressive Farmer in the rural South. Even the *combination* of Life, Look, and The Saturday Evening Post misses 84% of Progressive Farmer families—a percentage that represents *more than 4½ MILLION unduplicated readers.* Buy The Progressive Farmer—and sell the biggest single magazine audience in the rural South!

More than 5,700,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

America's No. 1 FARM MAGAZINE in Pages of Advertising

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

August Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959
§American Agriculturist (sm)	21.9	21.3	234.7	240.8	15,925	15,489	170,845	174,433	14,196	13,722
‡‡§Arizona Farmer-Ranchman (bw)	75.8	53.1	479.6	454.2	57,324	40,171	362,605	343,446	56,281	38,866
Arkansas Farmer: (mon)										
♯Delta Edition	10.0	15.0	153.1	150.8	7,542	11,329	115,763	113,981	7,260	10,969
♯Western Edition	8.1	13.3	133.0	146.7	6,152	10,116	100,541	110,944	5,850	9,756
Average 2 Editions	9.0	14.1	143.0	148.8	6,847	10,722	108,152	112,462	6,555	10,363
†Business Farming (mon)	21.0	22.1	266.7	261.9	9,471	9,955	120,025	117,894	8,435	8,833
§California Farmer: (sm)										
Central Valley Edition	40.6	——	294.8	——	25,819	——	229,124	——	25,037	——
Northern Edition	38.3	49.6	321.5	323.4	24,342	30,035	251,454	261,572	24,232	28,975
Southern Edition	35.3	47.4	277.6	307.4	22,429	28,670	215,769	248,537	21,647	27,610
Average 3 Editions	38.1	48.5	297.9	315.4	24,197	29,352	232,116	255,054	23,639	28,292
Colorado Rancher & Farmer (sm)	28.6	40.7	312.3	298.8	21,610	30,813	236,331	226,090	20,525	29,854
Dakota Farmer (sm)	35.6	64.2	444.6	551.7	27,942	50,368	348,595	432,565	27,486	49,596
Electricity on the Farm (mon)	15.4	16.4	79.6	79.2	5,301	5,646	27,468	27,326	——	——
Farm & Ranch—Southern Agriculturist: (mon)										
♯Southeastern Edition	24.7	23.8	267.5	283.5	10,578	10,203	114,771	121,633	9,459	9,205
♯Southwestern Edition	25.1	26.1	277.6	285.8	10,780	11,181	119,089	122,611	9,548	10,001
Average 2 Editions	24.8	24.5	271.4	284.2	10,656	10,506	116,452	121,936	9,494	9,451
The Farmer (sm)	84.2	96.2	684.3	737.9	65,979	75,437	536,513	578,489	62,234	71,812
Farmer-Stockman: (mon)										
♯Oklahoma Edition	26.2	31.4	260.1	249.9	19,942	23,901	197,691	182,515	18,525	22,861
♯Texas Edition	23.1	25.3	248.2	214.8	17,585	19,263	188,887	153,803	15,408	18,033
Average 2 Editions	24.7	28.4	254.3	232.4	18,764	21,582	193,289	168,160	16,967	20,447
Farm Journal: (mon)										
♯Central Edition	59.9	69.9	673.2	666.3	25,704	30,000	288,785	285,856	24,776	29,025
♯Eastern Edition	43.6	59.9	558.0	608.7	18,698	25,708	239,383	261,117	17,770	24,733
♯Southeastern Edition	40.6	55.3	463.5	528.8	17,411	23,708	198,825	226,875	16,483	22,733
♯Southwestern Edition	40.3	55.3	471.1	528.8	17,268	23,708	202,116	226,875	16,340	22,733
♯Western Edition	50.2	63.6	569.6	646.4	21,557	27,284	244,373	277,295	20,629	26,309
Average 5 Editions	46.9	62.2	547.1	612.6	20,128	26,675	234,696	262,786	19,200	25,700
††Farm Quarterly (q)	87.2	90.0	299.4	295.5	40,286	41,580	138,323	136,521	39,705	41,118
Georgia Farmer: (mon)										
♯North Edition	8.8	11.3	112.1	91.3	6,677	8,569	84,817	69,033	6,366	7,992
♯South Edition	11.3	12.2	135.2	106.6	8,560	9,256	102,271	80,650	8,249	8,679
Average 2 Editions	10.1	11.7	123.7	98.9	7,619	8,912	93,544	74,842	7,307	8,336
Indiana Farmer (sm)	14.7	17.9	121.0	117.9	11,529	14,016	94,784	92,464	9,945	12,054
Kentucky Farmer (mon)	16.9	19.8	148.6	174.5	13,215	15,516	116,440	136,831	11,730	14,088
Michigan Farmer (sm)	45.6	51.1	436.9	483.1	35,003	39,231	335,521	371,043	30,037	34,542
Mississippi Farmer: (mon)										
♯Delta Edition	9.1	9.9	117.7	72.5	6,839	7,504	88,982	54,833	6,502	7,245
♯Eastern Edition	7.2	7.9	96.2	68.4	5,487	5,969	72,767	51,741	5,150	5,710
Average 2 Editions	8.1	8.9	106.9	70.5	6,163	6,737	80,875	53,287	5,826	6,478
Montana Farmer-Stockman (sm)	38.2	50.6	450.0	466.0	28,877	38,276	340,214	352,300	23,856	32,872
Nebraska Farmer (sm)	84.3	97.1	666.9	738.1	63,742	73,476	504,392	558,954	59,955	69,416
§New England Homestead (sm)	19.9	20.5	187.8	212.4	13,930	14,378	129,377	148,653	10,052	10,685
New Mexico Farm & Ranch (mon)	12.3	15.4	167.6	124.2	9,324	11,634	126,980	93,891	9,247	11,501
Ohio Farmer (sm)	57.3	78.2	519.4	593.2	44,040	60,022	398,876	455,610	37,701	54,358
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	23.6	25.1	279.4	293.4	17,867	18,978	211,246	221,789	16,696	17,944
The Oregon Farmer	23.2	24.6	259.5	272.0	17,527	18,626	196,182	205,597	16,316	17,588
The Utah Farmer	19.4	27.6	265.9	292.0	14,672	20,891	201,052	220,763	13,520	19,671
The Washington Farmer	25.0	25.6	278.8	278.2	18,937	19,370	210,817	210,329	17,550	18,282
§Pennsylvania Farmer (sm)	23.8	27.1	342.8	386.2	18,243	20,818	263,296	296,606	15,468	18,494
Prairie Farmer: (sm)										
♯Illinois Edition	100.8	102.2	759.6	813.3	73,371	74,450	553,018	592,141	64,178	65,639
♯Indiana Edition	95.7	96.6	730.0	774.3	69,689	70,310	531,496	563,726	60,496	61,499
Average 2 Editions	98.3	99.4	744.9	793.8	71,530	72,380	542,257	577,937	62,337	63,569
Progressive Farmer: (mon)										
♯Carolina-Va. Edition	43.0	49.0	581.1	593.0	29,251	33,343	395,141	403,203	27,777	32,067
♯Ga.-Ala.-Fla. Edition	45.1	49.9	583.4	590.4	30,682	33,919	396,726	401,452	29,233	32,420
♯Ky.-Tenn.-W. Va. Ed.	43.7	45.1	543.4	551.2	29,707	30,698	369,525	374,793	28,405	29,514
♯Miss.-La.-Ark. Edition	44.6	50.2	536.6	565.9	30,313	34,108	364,868	384,783	28,958	32,831
♯Texas Edition	45.2	50.4	556.6	583.7	30,726	34,295	378,531	396,903	29,278	32,773
Average 5 Editions	44.3	48.9	560.2	576.8	30,136	33,273	380,958	392,228	28,730	31,921
‡§Rural New-Yorker: (m)										
New York-New England Edition	11.8	19.5	152.0	211.9	9,009	14,913	116,098	164,371	6,633	12,263
Penn-Jersey Farming Ed.	11.6	17.8	142.1	184.5	8,818	13,570	108,322	143,372	6,442	11,115
*Southern Planter: (mon)										
♯Va., W. Va., Md., Del. Edition	19.2	16.6	190.7	158.1	13,440	11,591	133,558	110,621	13,142	11,297
♯N. Car., S. Car., Ga. Ed.	16.9	——	167.4	——	11,825	——	117,158	——	11,527	——
Average 2 Editions	18.0	——	179.0	——	12,633	——	125,358	——	12,335	——
Successful Farming (mon)	49.4	62.8	562.4	609.6	22,225	28,270	253,102	274,331	21,711	27,794
Tennessee Farmer & Homemaker (mon)	14.3	13.1	113.0	129.9	11,242	10,262	88,482	101,873	10,465	9,261
Wallaces' Farmer (sm)	83.5	101.6	734.3	790.0	65,460	79,671	575,711	619,327	60,560	75,438
**§Weekly Star Farmer: (w)										
Kansas Edition	8.1	14.1	94.9	120.8	20,017	34,832	233,859	297,674	8,714	18,181
Missouri Edition	7.9	14.0	95.0	124.4	19,502	34,690	234,228	306,603	7,188	17,386
Okla.-Ark. Edition	6.5	12.5	80.7	106.7	16,099	30,991	198,972	262,927	6,544	17,268
Average 3 Editions	7.5	13.5	90.2	117.3	18,539	33,504	222,353	289,068	7,482	17,612
Western Crops & Farm Management (mon)	12.6	19.7	184.5	160.3	5,417	8,462	79,157	69,316	5,417	8,462
Western Farm Life: (sm)										
♯Regular Edition	15.1	20.0	145.5	160.7	11,867	15,682	114,142	126,023	7,127	12,622
♯Eastern Edition	19.3	24.2	188.1	226.3	15,208	18,983	147,509	177,448	10,468	15,923
Average 2 Editions	17.2	22.1	166.8	193.5	13,447	17,332	130,825	151,735	8,797	14,277
Wisconsin Agriculturist & Farmer (sm)	51.0	68.3	493.1	568.3	40,585	54,054	388,372	449,343	40,001	53,352
Wyoming Stockman-Farmer (mon)	47.5	43.9	356.4	335.6	35,840	34,356	272,440	257,302	30,734	29,335
Total Group	1,101.0	1,289.3	10,138.3	10,527.2	755,011	889,164	6,988,132	7,266,843	687,292	824,228

♯Not included in totals. §Not included in totals; because August figures were unavailable as this issue went to press July figures are shown. †Formerly New Jersey Farm & Garden. ††Effective May 1960 Farm Quarterly published in February, May August and November; figures shown are for August issue. ‡Became monthly publication effective with March 1960 issue. *Regional editions first published January 1960. ‡‡Three issues July 1960; two issues July 1959. **Four issues July 1960; two issues July 1959.

Newspaper-Distributed Farm Sections

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959
Iowa Farm & Home Register (mon)	13.8	18.4	133.9	139.1	13,774	18,351	133,930	139,077	13,508	18,135
Texas Ranch & Farm (mon)	8.9	9.9	114.5	118.4	8,862	9,856	114,506	118,410	8,652	9,156
Total Group	22.7	28.3	248.4	257.5	22,636	28,207	248,436	257,487	22,160	27,291

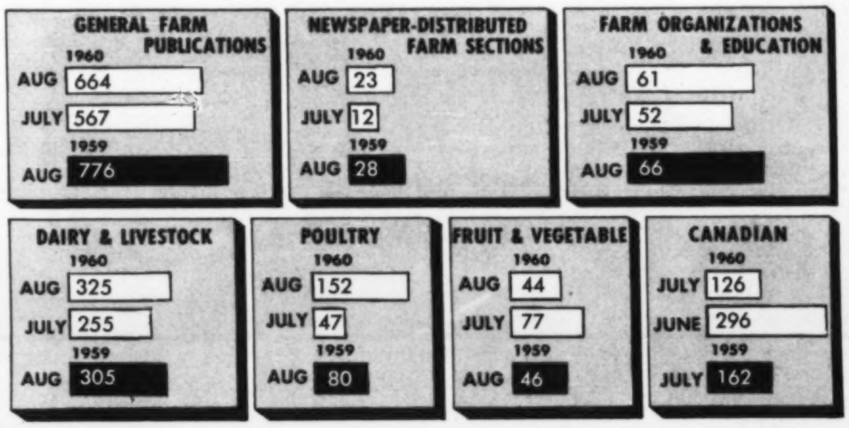
Farm Organizations & Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959
*Agricultural Leaders' Digest (mon)	——	——	52.1	63.0	——	——	22,341	27,177	2,965	5,695
Better Farming Methods: (mon)										
♯Eastern Edition	16.7	30.7	163.6	50.7	7,161	13,174	70,168	21,742	7,161	13,174
♯Central Edition	18.2	32.4	179.8	54.6	7,800	13,889	77,140	23,441	7,800	13,889
♯Southern Edition	17.7	27.7	174.0	47.0	7,590	11,887	74,659	20,166	7,590	11,887
♯Western Edition	17.7	27.8	164.7	46.9	7,590	11,943	70,653	20,138	7,590	11,943
Average 4 Editions	17.6	29.7	170.5	203.7	7,535	12,723	73,155	87,408	7,535	12,723
California Farm Bureau Monthly (mon)	12.3	10.1	95.6	81.5	9,324	7,623	72,264	61,713	8,841	7,245
Cooperative Digest (mon)	6.0	10.0	56.6	64.4	2,520	4,200	23,770	27,050	2,520	4,200
County Agent & Vo-Ag Teacher (mon)	17.3	24.2	194.3	204.2	7,416	10,366	83,354	87,524	7,416	10,366
§Iowa Farm Bureau Spokesman (w)	41.2	44.1	389.0	377.0	41,818	44,761	394,835	382,254	39,910	42,843
Michigan Farm News (mon)	2.6	1.6	17.8	18.9	6,116	3,639	41,336	43,910	5,728	3,143
Missouri Farmer (mon)	15.3	14.9	101.9	100.7	6,430	6,256	42,916	42,387	5,654	5,430
National 4-H News (mon)	11.8	14.6	147.5	146.0	4,977	6,123	61,488	61,335	——	——
‡National Future Farmer (bm)	26.6	27.7	139.1	114.6	11,612	11,901	60,380	49,535	11,612	11,901
*Nation's Agriculture (mon)	——	——	39.2	60.0	——	——	17,658	25,988	——	——
Ohio Farm Bureau News (mon)	12.2	7.7	112.9	85.4	5,509	3,453	50,945	38,764	——	——
§Washington Grange News: (sm)										
East Edition	10.2	11.3	95.8	102.8	11,046	12,271	103,555	111,976	10,640	11,858
West Edition	10.4	10.8	94.7	99.5	11,242	11,739	102,101	107,975	10,836	11,326
Average 2 Editions	10.3	11.0	95.3	101.0	11,144	12,005	103,228	109,839	10,738	11,592
Total Group	121.7	140.5	1,127.5	1,142.4	61,439	66,284	549,607	552,791	52,271	60,703

♯Not included in totals. §Not included in totals; because August figures were unavailable as this issue went to press July figures are shown. †Regional editions first published July 1959. ‡Published bi-monthly; figures shown are for August-September issue. *Cumulative figures shown are for combined July-August issue.

Farm Linage Trend

Figures in thousands



Dairy & Livestock

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959
†Breeder's Gazette: (mon)										
♯National Edition	20.8	17.2	144.8	126.7	8,930	7,395	62,128	54,399	6,718	5,917
♯Regional ♯1 Edition	21.7	——	151.3	——	9,315	——	64,923	——	6,718	——
Average 2 Editions	21.3	——	148.1	——	9,123	——	63,526	——	6,718	——
The Cattleman (mon)	130.6	108.9	744.9	722.1	54,852	45,738	312,962	303,159	12,366	15,120
‡*§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	48.0	55.5	211.4	229.5	103,478	118,213	455,782	488,424	20,623	27,335
Kansas City Daily Drovers Telegram	50.7	56.8	193.7	230.5	109,336	121,051	417,549	490,479	22,252	29,395
Omaha Daily Journal-Stockman	52.5	59.9	231.7	251.4	113,180	127,474	496,241	535,065	25,323	36,463
St. Louis Daily Livestock Reporter	47.5	53.2	170.5	185.4	102,361	113,297	367,618	394,538	18,850	22,563
§Dairymen's League News (bw)	10.1	12.6	90.1	106.6	7,398	9,150	65,602	77,639	6,731	8,612
Florida Cattleman (mon)	62.7	61.1	588.6	580.5	26,341	25,699	247,231	239,751	18,480	19,194
Hoard's Dairyman (sm)	44.1	52.3	505.5	512.1	32,121	38,073	367,986	372,834	25,090	28,726
Livestock Breeder Journal (mon)	35.5	41.6	561.4	536.7	14,924	17,528	238,938	225,441	3,010	2,324
National Hog Farmer (mon)	22.6	18.9	188.8	153.8	22,939	19,183	191,632	156,108	22,887	18,530
National Live Stock Producer (mon)	15.4	18.9	147.6	142.1	11,240	13,771	107,470	104,188	10,752	13,771
Western Dairy Journal (mon)	32.3	34.8	306.0	344.9	13,832	14,942	131,160	147,958	8,568	5,079
Western Livestock Journal: (mon)										
Mts. & Plains Edition	99.5	91.4	587.5	550.3	42,673	39,219	252,012	236,090	13,336	12,045
Pacific Slope Edition	225.7	212.0	830.3	821.4	96,839	90,961	356,190	352,401	19,279	20,548
††§Western Livestock Reporter (w)	13.4	24.2	205.7	225.3	18,010	32,525	276,431	294,874	5,775	7,385
Total Group	689.7	639.9	4,608.7	4,363.9	324,884	305,114	2,269,107	2,137,930	140,486	135,337

♯Not included in totals. §Not included in totals; because August figures were unavailable as this issue went to press July figures are shown. †Regional editions first published February 1960. *Changed from 2,128-line page to 2,156-line page September 1959. ‡Twenty-two issues July 1960; twenty-three issues July 1959. ††Four issues July 1960; five issues July 1959.

Poultry

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959
†American Poultry Journal: (mon)										
♯Egg Producer Eastern Edition	16.8	12.6	109.9	143.9	7,190	5,420	47,112	61,770	6,747	4,977
♯Egg Producer Midwest Edition	19.4	13.4	125.3	153.2	8,341	5,748	53,779	65,744	7,898	5,305
♯Egg Producer Pacific Edition	17.6	12.7	125.2	164.8	7,570	5,474	53,731	70,712	6,222	4,780
♯Egg Producer Southern Edition	19.8	13.2	128.8	165.5	8,532	5,676	55,279	71,009	8,089	5,156
♯Broiler Producer Ed.	6.4	9.2	62.5	109.2	2,780	3,965	26,828	46,877	3,209	3,965
♯Turkey Producer Ed.	7.3	14.0	91.6	98.6	3,151	6,028	39,337	42,314	3,151	6,028
Average 6 Editions	238.3	75.3	643.5	835.4	102,246	32,311	276,066	358,426	17,406	17,131
‡Broiler Business (mon)	22.2	29.6	200.3	270.9	9,524	12,719	85,916	116,201	8,167	9,987
Broiler Industry (mon)	25.6	24.8	228.5	206.7	11,517	11,175	102,889	93,015	9,164	8,775
*§Georgia Poultry Times (w)	24.2	30.6	212.0	240.7	25,382	32,746	226,226	252,224	22,190	30,002
§The Poultryman: (w)										
Dixie Edition	13.1	11.9	95.8	115.9	14,176	12,905	103,936	125,750	7,937	7,624
National Edition	11.1	11.8	87.0	110.3	12,048	12,814	94,493	119,667	6,467	7,554
New England Edition	16.2	16.5	116.5	141.7	17,567	17,876	126,395	153,748	11,041	11,667
New Jersey Edition	14.3	16.8	134.1	173.2	15,507	18,275	145,472	187,984	9,520	12,710
Poultry Tribune: (mon)										
♯Eastern Edition	35.3	27.6	281.6	306.1	15,137	11,859	120,826	131,337	13,416	9,625
♯Midwest Edition	34.8	24.9	281.4	301.5	14,925	10,662	120,742	129,349	12,775	8,484
♯Pacific Edition	46.9	37.6	352.0	382.7	20,125	16,142	150,994	164,184	16,106	11,538

(Continued on Page 20)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959
♯Southeast Edition ..	38.2	32.8	320.0	352.2	16,379	14,092	137,272	151,080	13,943	10,947
♯Southwest Edition ..	33.0	26.1	275.3	312.9	14,166	11,183	118,096	134,222	12,302	8,719
Average 5 Editions ...	37.6	29.8	302.1	331.1	16,146	12,788	129,585	142,033	13,708	9,863
††Turkey World: (mon)										
♯Central Edition	29.7	——	317.1	——	12,737	——	136,024	——	10,432	——
♯Eastern Edition	29.6	——	310.9	——	12,715	——	133,389	——	10,368	——
♯Western Edition	29.1	——	311.5	——	12,485	——	133,640	——	10,222	——
Average 3 Editions ...	29.5	25.7	313.2	369.6	12,646	11,020	134,352	158,560	10,341	9,789
Total Group	353.2	185.2	1,687.6	2,013.7	152,079	80,013	728,808	868,235	58,786	55,545

NOTE: Everybodys Poultry Magazine combining June-July and July-August issues; next figures shown to be for September issue. ♯Not included in totals. §Not included in totals; because August figures were unavailable as this issue went to press July figures are shown. †Figures shown are for combined July-August issues, published in August. ‡Formerly Broiler Growing. *Four issues July 1960; five issues July 1959. ††Regional editions first published December 1959.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959
American Fruit Grower (mon)	12.0	11.0	291.2	264.7	5,196	4,793	125,818	114,348	4,751	4,343
American Vegetable Grower (mon)	13.7	22.4	237.4	267.2	5,924	8,745	102,546	115,430	5,654	8,475
California Citrograph (mon)	20.7	19.1	174.5	164.0	13,930	12,810	117,190	110,168	13,636	12,544
Florida Grower & Rancher (mon)	18.3	21.8	155.8	198.5	12,517	14,840	133,509	135,008	21,997	13,930
†Vegetable Growers Messenger (bm)	——	——	39.2	24.2	——	——	16,832	8,178	——	——
Western Fruit Grower (mon)	14.7	11.5	236.2	234.3	6,174	4,830	99,204	98,406	6,174	4,830
Total Group	79.4	85.8	1,134.3	1,152.9	43,741	46,018	595,099	581,538	52,212	44,122

†Published bi-monthly; cumulative figures shown are for July issue.

Canadian (July)

	Total Advertising, in Pages				Total Advertising, in Lines					
	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959
Country Guide (mon) ...	15.6	24.7	272.6	291.8	11,271	17,798	196,331	209,962	——	——
†Family Herald (w)	36.2	52.7	505.7	542.1	35,257	51,423	493,120	528,707	19,660	30,742
Farmer's Advocate & Canadian Countryman (sm)	20.8	22.6	282.2	308.4	14,574	15,801	197,525	215,895	12,134	12,942
Free Press Prairie Farmer (w)	61.0	69.9	623.3	636.1	72,136	82,166	711,648	707,517	31,320	30,230
Le Bulletin des Agriculteurs (mpn) ..	27.9	31.4	356.7	378.4	19,506	22,006	249,661	264,974	19,506	22,006
†Western Producer (w) .	42.8	51.5	456.9	451.0	45,767	55,187	488,839	482,660	22,655	27,763
Total Group	204.3	252.8	2,497.4	2,607.8	198,511	244,381	2,337,124	2,409,715	105,275	123,683

†Four issues July 1960; five issues July 1959.

'Family Circle' Sets Push Aimed to Give Ad 'Double Exposure'

NEW YORK, Aug. 23—More than 7,000,000 supermarket shoppers will be urged to "Eat big—spend small" when the January issue of *Everywoman's Family Circle* goes on the stands in the magazine's food chain outlets.

The magazine is teaming up with the National Assn. of Food Chains in a major promotion that provides a massive "double exposure" for the magazine's advertisers.

Family Circle is offering the "bonus" exposure in the following way. All food advertisers placing two-thirds of a page or more of advertising in the January issue may furnish a menu and recipes for one meal, featuring the product advertised. The menu and recipe will be published in 7,000,000 booklets to be distributed free in the food chain stores, and *Family Circle* will make the booklets available at no cost to participating companies for distribution to their customers.

National food manufacturers and processors will contribute budget-stretching menus and recipes.

■ The January issue will also feature five color spreads, plus several additional pages, on the general theme of budget-stretching foods.

P. K. Leberman, *Family Circle* publisher, said this is one of the biggest packages ever offered by the magazine. #

AB-PT Buys Interest in Lebanon TV Network

American Broadcasting-Paramount Theaters, New York, has purchased a minority interest in Television du Liban et du Proche-Orient, which will form a four-station tv network in Lebanon. AB-PT will provide programming and engineering assistance and act as sales representative for the network outside Lebanon.

Last week American Broadcasting Co.'s international division announced purchase of a minority interest in Corporacion Venezolana de Television, S.A., a new three-station network in Venezuela (AA, Aug. 22).

Durber Joins Best Foods

Joseph W. Durber, formerly new products brand manager of Colgate-Palmolive Co., has joined the Best Foods division of Corn Products Sales Co., New York, as a product manager.

Zenith Newspaper Budget Up

Zenith Sales Corp., Chicago, has increased its newspaper advertising budget for September by 100% over that of the corresponding month of 1959, the company has reported.

Crush to Launch Grape Crush

Crush International, Evanston, Ill., will introduce Grape Crush, a carbonated soft drink product packaged in 10-oz. and 12-oz. bottles, in about 100 U.S. markets this fall. Newspapers and some spot tv will be used. Edward H. Weiss & Co., Chicago, is the agency. The company has been marketing Grape Crush in Canada for the past year.

Million Market Boosts Two

Million Market Newspapers has named Robert K. Hill vp and manager of its Detroit office and James W. Sykes eastern sales manager. Mr. Hill formerly was on MMN's San Francisco staff. Mr. Sykes continues as vp and sales manager of the group's New York office.

P&G Expands Salvo Market

Procter & Gamble Co. has expanded the test market for Salvo low-sudsing detergent into the Tulsa area. The tablet detergent was introduced in San Diego in February (AA, Feb. 8) and in Oklahoma City in March (AA, March 7).

Pillsbury Tests French Pancake

Pillsbury Co., Minneapolis, is testing French Thin-Rich pancake mix in Peoria, Ill., and Madison, Wis., using 800-line newspaper ads carrying reduced-price coupons. Leo Burnett Co., Chicago, is the agency.

19% of All Car Owners Own Two Cars: Ford Study

DETROIT, Aug. 23—The number of two-car families in the U. S. is approaching 8,000,000 and may even pass that figure when statistics for 1960 are complete.

A survey made by Ford Motor Co. covering 1959, not taking into account increases since brought on by purchases of compacts and continued popularity of imports, showed that of 44,000,000 car owning families more than 19% were two-car owners.

The two-car families are increasing faster than the total number of car owners. They increased by 2.6% in the last six months covered by the survey, as against only four-tenths of 1% in the total owner column.

■ Michigan's two-car families are more numerous than the national average, running 21% of all car owners, according to another localized appraisal made by Elmer A. Rolly, vp of Universal C. I. T. Credit Corp., who made a study through auto dealers in the states served by his company.

Two primary reasons for the increases are suburban living, where a second car is almost a necessity for shopping and active participation in community affairs by the wife, and an increase in number of teen age drivers, a factor felt heavily recently as the large crop of "war babies" have started to reach driving age.

Figures of only eight years ago showed only 4,100,000 multiple car homes in the U. S. #

Dodge Plans 61 Model Debut

Dodge division of Chrysler Corp., Detroit, in what is characterized as a "major marketing decision," reports it will have five times as many 1961 models in dealer showrooms on announcement day as it had last year. This is being done to enable dealers to make immediate deliveries in a wide range of cars, according to M. C. Patterson, Dodge general manager. Last fall some prospective purchasers had to wait several weeks for specific cars.

Stereo Festival Staged

John Jason Inc., New York, agency for Bogen-Presto, United Audio Products and University Loudspeakers, recently created and produced a three-day Stereo Festival featuring client high fidelity products at the Grossinger hotel and country club, upstate New York resort. The agency reports it was so successful that it is contemplating a repeat performance this winter and plans similar promotions in other resort areas.

Ruttenberg Joins Trav-Ler

R. Bruce Ruttenberg has been named advertising manager of Trav-Ler Radio Corp., Chicago, succeeding Jerry Friedman, who has left the company. Mr. Ruttenberg formerly was associate advertising manager of Holleb & Co., wholesale grocer.

Moves Collateral Materials

Black, Sivalls & Bryson, Kansas City, steel fabricator, has moved design and production of its collateral material to Litman-Stevens & Sher, Kansas City. Potts-Woodbury will continue to service the rest of the account.

Interstate Moves Hueter

In an executive realignment, Interstate Bakeries Corp., Los Angeles, has named Ernest B. Hueter, formerly director of advertising, director of bread sales and advertising.

Myrbeck Boosts Kasten

John G. Kasten, marketing director and account supervisor of S. Gunnar Myrbeck & Co., Boston and Washington industrial agency, has been appointed to the executive board.

ABBB Names William Maki

Assn. of Better Business Bureaus, New York, has named William Maki, who joined the staff last September, director of industry relations.

What do you know about this

$5½ BILLION MARKET?

The baking industry is one of the most important segments of the entire food business, accounting for more than 10% of total food volume. For more than 73 years, the magazine BAKING INDUSTRY has proved its sales power with bakery wholesalers and retailers and home service and chain store bakeries. • In BAKING INDUSTRY, your ads get coverage in depth because of editorial leadership that guarantees . . . as proved by Readex . . . advertising effectiveness. • There are 26% more exclusive advertisers in BAKING INDUSTRY than any other national bakery magazine. • Call any of our 5 offices and let our representative give you the convincing, factual story on BAKING INDUSTRY and the many special services we have to offer to our advertisers.

CHICAGO 3 • 105 West Adams Street • ANdover 3-1800
NEW YORK 36 • 500 Fifth Avenue • LOngacre 4-2233
WASHINGTON 4, D.C. • 1319 F Street, N.W. • ME 8-6707
LOS ANGELES 57 • The Maurice A. Kimball Co., Inc. • 2550 Beverly Boulevard • DUnkirk 8-6178
SAN FRANCISCO 5 • The Maurice A. Kimball Co., Inc. • 681 Market Street • EXbrook 2-3365

An 11th hour news story may interest 25,000 purchasing agents in your products

An important news development — which broke just before press time — will appear in PURCHASING WEEK, thanks to Jim Morgan, Assistant Editor. Unlike the 16 other PURCHASING WEEK editors, Jim is not based at PURCHASING WEEK's New York City headquarters. His office is located at PURCHASING WEEK's printing plant . . . only a few steps from the composing room!

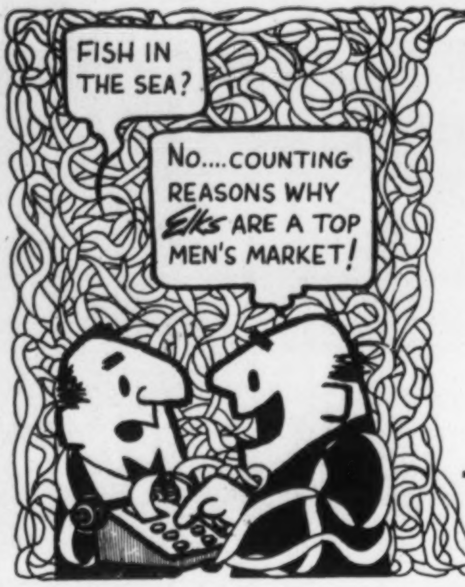
Because PURCHASING WEEK invests in a full-time editor located at the printer's, it can operate on one of the tightest printing schedules of any business publication, handle late-breaking news, make last minute copy changes. It can bring to its 25,000 purchasing executive readers purchasing-angled news *while it is still news* — and current and reliable information on prices, trends, new products and materials . . . information that is vitally needed in their daily work.

In today's cost-conscious business world, purchasing is assuming greater importance than ever before. Often, a 4% saving in procurement cost can mean as much to the over-all profit picture as a 20% increase in sales. Consequently, more and more organizations have knowledgeable executives performing the purchasing function.

If you would like to acquaint these 25,000 purchasing executives with the cost-saving advantages of your products, you can very easily — through the advertising pages of PURCHASING WEEK — the only weekly news publication edited exclusively to satisfy the complete information needs of purchasing executives by Jim Morgan and sixteen other full-time editors.

Purchasing Week

McGRAW-HILL'S NATIONAL
NEWSPAPER OF PURCHASING
330 West 42nd Street, New York 36, N. Y.


FISH IN THE SEA?
No....COUNTING REASONS WHY Elks ARE A TOP MEN'S MARKET!

Elks Magazine readers again lead more Starch Report classifications than the readers of any other men's magazine regularly surveyed.

Elks lead in income and occupational status . . . travel, apparel and home ownership. This leadership means a top opportunity to sell products for business, home and personal use.

To reach Elks, advertise in their own magazine—it's the best way to sell the #1* men's market.

*1959 Starch Report . . . ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU MAY NEVER DRIVE THE OLDEST CAR*—

BUT... WKZO Radio Will Take You Farther, Faster In Kalamazoo - Battle Creek And Greater Western Michigan!

WKZO Radio can put you in the driver's seat in Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO sells best because far more people prefer it to all other stations in this big radio market. The latest Pulse Survey (see left) proves it. WKZO Radio rates highest in 345 of 360 quarter hours surveyed—an average daily audience *32% larger* than that of any other station!

Talk to Avery-Knodel about WKZO Radio *soon!*

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

Oldest internal-combustion engine car in running order is the Danish "Hammel," completed in 1887.

AM—TV—FM
The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

After writing a string of ads explaining the difference between mutual savings banks and other financial institutions, **Sidney Lerner** of Benton & Bowles decided it all added up to a great game for children. The client, Savings Banks Assn. of New York, agreed. Hence a new game, Savings Bank, is being introduced as an entertaining way to stimulate the idea of thrift and of savings banks as a place to keep savings . . .

News from McCann-Erickson: **Frank Armstrong**, president of McCann's Communications Affiliates, is the author of "Idea-Tracking," a Criterion book to be published Sept. 30. An analysis of creativity, it recommends a five-step method for problem solving. The steps: Assessing the situation, defining the problem, use of the subconscious in creativity, the idea-producing session, and selecting the best idea . . . Another McCann author is copywriter **James McGovern** whose mystery-suspense novel, "The Berlin Couriers," will be published Sept. 8 as a Raven book by Abelard-Schuman. He's also written two other novels, "Fraulein" and "No Ruined Castles" . . . McCann president **Marion Harper**'s guest ranch, Deep Hollow, at Montauk Point, was the subject of a photo story in the Aug. 14 *This Week*. Located on the tip of Long Island, the ranch is noted for its quarterhorses . . .

SMALL WORLD—*Comparing notes in Paris after a recent chance meeting are Freda De Knight, (right), home services and fashion director of Johnson Publishing Co., Chicago, and Eugenia Sheppard, women's editor of the New York Herald Tribune. Mrs. De Knight had been in Paris, Rome and London selecting fashions for the third annual Ebony Fashion Fair, which starts its nationwide tour showing high fashion creations in Youngstown, O., in September. Miss Sheppard was in Paris covering fall couturiere showings.*

It was a blue day for bluefish at Brielle, N.J. when five fishermen from the publishing business caught 57 whoppers in one day. The successful five: **George Young**, assistant research director of Conover-Mast Publications; his brother, **Webb Young**, publisher of Conover-Mast's *Volume Feeding Management;* **Joe Bessette**, sales manager of the magazine; **Richard Burns**, publisher of the company's *Mill & Factory;* and **Dave McKechnie**, Philadelphia representative of *Consulting Engineer* . . .

One game that's always good for laughs is rounding up the misspellings on letters addressed to BBDO. The latest batch: The Zurich representative received one addressed to Datten, Darton, Durstine & Asborn. The Detroit office has one marked Messrs. B. D. Batten & I. Osborn. A Parisian correspondent wrote to Societe Du Pont de Nemours, BBDO. Others; Balten Barten Darstini & Isborn . . . Ballen, Barlon, Dunbad & Osborn . . . Balten Benton, Ourstine & Osborn . . .

The September issue of *Esquire* offers its list of the 40 best-dressed men in the U.S. Ranking high among them: **Chester J. LaRoche**, head of the New York agency that bears his name . . .

Affianced: Marion Richards (daughter of **Ray Richards**, publisher of *Purchasing)*, is engaged to George Edward Hagerty Jr., a senior at Tufts University . . . Suzanne Louise Swayze (daughter of **John Cameron Swayze**, radio-tv personality), will be married some time this autumn to **Charles Patrick**, with J. Walter Thompson Co., New York . . . Whitney Elizabeth Olson will be married in October to **Allen Minott Clark**, an account exec at BBDO . . . **Cathy Woolston**, in BBDO's marketing department, is engaged to H. L. Van Benthuysen, an engineer with U.S. Steel . . .

With the arrival of his third child, Elizabeth Leslie, **Larry Schwartz** of Wexton Associates, New York, has moved to a new house in Kings Point, L.I. . .

Robert F. Hurleigh, president of Mutual Broadcasting System, is the recipient of the Veterans of Foreign Wars gold medal of merit for his "outstanding contribution to communications" . . .

Newest author at Lawrence C. Gumbinner Advertising is **Ann Goodrich.** As the Boswell of the Reducing Resort, she's recorded the perils and joys of a milk farm in a non-fiction book called "Ladies in the Round," due Oct. 21 from Abelard-Schuman . . .

Wedding bells: **Pat Accurso**, office manager of Keystone Broadcasting System, and **Conrad Ennis**, senior media analyst for NBC spot sales, will be married Oct. 1 in Long Island. Wed recently were **James Keough**, sales manager for Radio Station WFEA, Manchester, N. H., and Mae Murray . . .

"For the most disinterested and meritorious public service rendered by any American newspaper during 1959–"

awarded to the

Los Angeles Times

FOR THE MOST DISINTERESTED AND MERITORIOUS PUBLIC SERVICE
RENDERED BY ANY AMERICAN NEWSPAPER DURING THE YEAR 1959
HONORIS CAUSA
AWARDED BY COLUMBIA UNIVERSITY TO LOS ANGELES (CALIF.) TIMES

The Pulitzer Gold Medal - Journalism's Highest Award.

The 1959 Award is the fourth Pulitzer Prize won by The Los Angeles Times since 1942

REPRESENTED NATIONALLY BY CRESMER & WOODWARD, INC., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO, ATLANTA

Radio-TV Workshop Set

Joan Sinclaire, tv package producer, will conduct a radio-tv workshop at the Ballard School of the YWCA, New York, from Sept. 26 through Dec. 12. The course, priced at $24 per person, will cover production, media buying, programming, writing, announcing, merchandising, public relations, research and account supervision. Guest speakers will include John P. Atherton, of Kastor, Hilton, Chesley, Clifford & Atherton; Helene Bothner and May Bolhower, Benton & Bowles; Jim Gaylord, Carl Byoir Associates; Paul Belanger, Film Productions; Jay Kacin, Compton Advertising; Steve Kaplan, of Batten, Barton, Durstine & Osborn; and Robert Coppinger, Radio Advertising Bureau.

T'AINT NECESSARILY SO!

Some folks figure we eat mostly buffaloes and berries out here in Lubbock. T'aint necessarily so.

Last year our grocery bill added up to a hefty $42,495,000 in Lubbock County. So you can see we're mighty fond of good grocery and food products.

If you're looking for new markets to conquer, come on down and look us over. If you can't make it today, mosey over and check us out in your trusty SRDS and Sales Management

LUBBOCK AVALANCHE-JOURNAL
TEXAS
Morning — Evening — Sunday
ROP COLOR AVAILABLE EVERY ISSUE

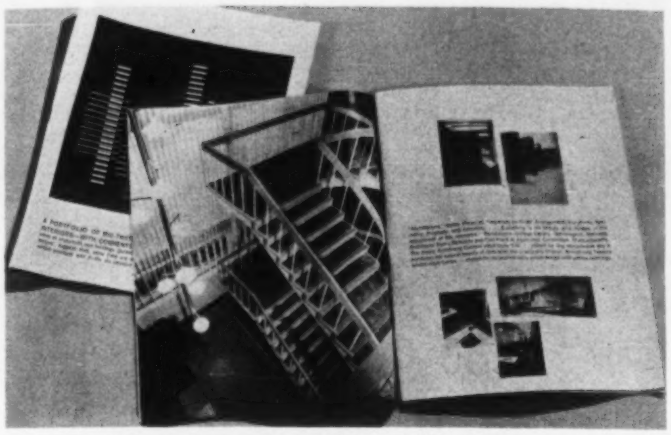
Buckley Joins McCall as Head of New Book Unit

McCall Corp., New York, has established a book publishing division and has appointed William E. Buckley to head it. Mr. Buckley, who joins the company as a vp, was formerly vp of sales for World Publishing Co., Cleveland, and before that was a vp and director of Henry Holt & Co., New York.

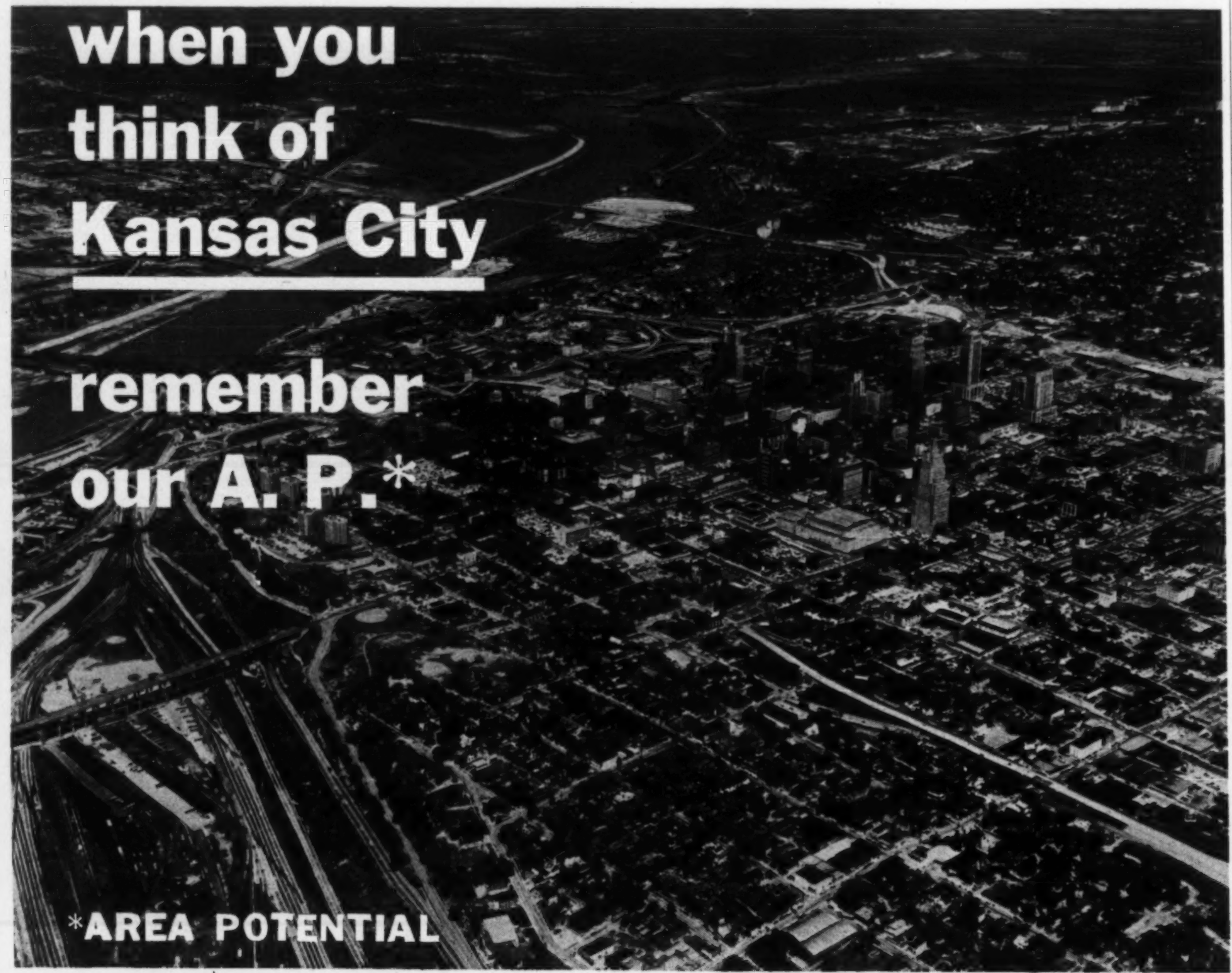
McCall Corp. said it expects to expand the division via "acquisition and development." Arthur B. Langlie, president, told ADVERTISING AGE that McCall Corp. is "looking for a publishing company to fit into our operation."

Campbell Named Ad Head

Douglas Campbell, vp and chief officer of the Chicago operation of New York Central Railroad, has been appointed to head the railroad's public relations and advertising department. Mr. Campbell joined the New York Central in 1931.



FLOORING—*This 16-page color portfolio, which Armstrong Cork Co., Lancaster, Pa., believes is the largest single ad ever directed to architects on the subject of flooring, presents a gallery of interior designs to which resilient flooring has made contributions. The insert, via BBDO, will appear in the September Architectural Record, October Progressive Architecture and October-November Architectural Forum.*



Because KCMO Radio and TV cover the ENTIRE area...
2,320,499 people...blanketing this entire 200-mile-wide market

From the TALL TOWER at Broadcasting House

GOOD PRACTICES
SEAL OF GOOD PRACTICE

Reaching 616,940 TV homes[1] and 800,070 radio homes[2], KCMO-TV and KCMO-Radio command maximum audience loyalty . . . maximum selling power.

No wonder that when the millions of consumers in our **Area Potential** think of buying . . . think of pleasure . . . think of marketing, they naturally think of **Kansas City, MO.**

1—NCS #3 2—NCS #2

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R.W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.

ABP Names Heads of 11 Committees

NEW YORK, Aug. 23—Associated Business Publications has lined up most of its committee chairmen for the 1960-61 fiscal year. They are (committee in parenthesis):

S. C. (Chape) Lawson, ad director, *Architectural Forum*, (sales development); Gene Marks, ad manager, supermarket-grocery editions of *Chain Store Age*, (merchandising papers); John A. Kovchok, production manager, *Materials in Design Engineering*, (production management roundtable); and Henry R. Clauser, editor, *Materials in Design Engineering*, (editorial division).

■ Others are: Milton Gorbulew, circulation manager, *Photo Dealer*, (national circulation roundtable); John Emery, district manager, *Chemical Engineering*, (president of New York Dotted Line Club); George K. Konz, associate general manager, *Rock Products*, (president of Chicago Dotted Line Club); Saul Tarter, promotion manager, *Daily News Record*, (promotion and research roundtable); William P. Winsor, publisher, *Materials in Design Engineering*, (Washington legislative committee); Raymond W. Holdsworth, credit manager, McGraw-Hill Publishing Co., (agency relations and credit); and Angelo Venezian, vp, McGraw-Hill Publishing Co., (publishing management).

The education committee chairman has not yet been named. #

Illinois Central Celebrates 40 Years of Monthly Advertising

Illinois Central Railroad, Chicago, is running ads in newspapers in its territory this month, commemorating its 40th anniversary of monthly advertising. The first advertisement in the series appeared in September, 1920, following the end of federal control of American railroads in World War 1. Since then, a monthly message from the president of the Illinois Central has appeared in on-line newspapers, of which there are now 438 in 346 cities.

Carlson Named Klaschik

Carlson & Co., Indianapolis, has appointed Lothar Klaschik art director. Before joining Carlson in June, Mr. Klaschik had been art director of the Richard Morton Agency, Chicago, and an artist with Tempo Advertising Agency.

AP Parts Names Zimmerman

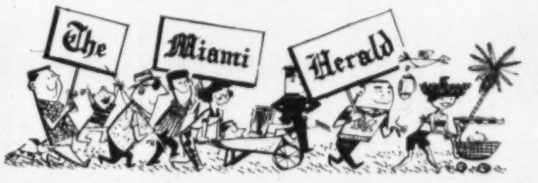
AP Parts Corp., Toledo, has appointed Richard J. Zimmerman advertising manager of its new subsidiary, Columbus Parts Corp., Toledo. Mr. Zimmerman was formerly ad manager of AP Parts.

1,116,058 advertising lines gained!

THE FIRST SIX MONTHS OF 1960 THE MIAMI HERALD with 32,042,921 total advertising lines chalked up a gain of 1,116,058 lines over the first half of '59.

The unquestioned Number One Salesman in a pre-eminently **NEWSPAPER MARKET, THE HERALD** maintains its position of *2nd in the nation for total advertising.*

FOR LOW-COST RESPONSIVE ACTION join the parade of advertisers who find **THE MIAMI HERALD** their most rewarding medium in South Florida—America's fastest growing major market.



SOUTH FLORIDA'S 8-COUNTY MARKET

1,709,000 permanent residents

$2,631,000,000 annual Retail Sales

The Miami Herald

SECOND IN THE NATION IN TOTAL ADVERTISING, EDITORIAL AND NEWS CONTENT

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

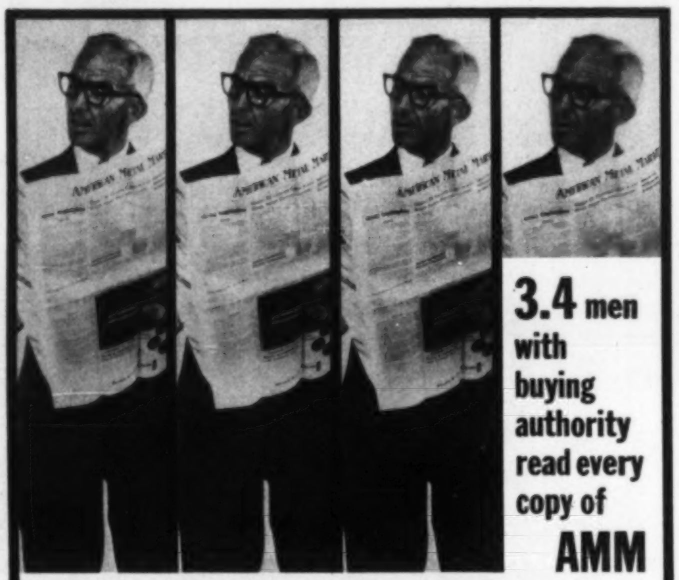
Union Oil Acquires 10-Year Dodger Games Broadcast Rights

Union Oil Co. of California has reached an agreement with the Los Angeles Dodgers in which the oil company acquires all radio and tv broadcast rights to Dodger games for the next 10 years. For this Union Oil will pay $8,000,000 in a lump sum for the Dodgers to use in financing construction of their new stadium in Chavez Ravine. Union will sell half the broadcast rights to a co-sponsor. The company is sponsoring Dodger broadcasts for the first time this year, with American Tobacco Co. as a co-sponsor.

American already has contracted for half of the rights through the 1962 season. Only Dodger tv scheduled this season is 11 games at San Francisco.

Rosman Joins Kipnes

Alfred Rosman has resigned as sales promotion manager of Western Union, New York, to join Kipnes Advertising, Phoenix, as an account executive. Mr. Rosman joined Western Union three years ago, after serving as advertising manager of Otarion Listener Corp., hearing aid manufacturer.



The important 80% of all metal sales are influenced by **AMERICAN METAL MARKET**

Breskin to Give Lectures, Receive Australian Award

New York, Aug. 23—Charles A. Breskin, chairman and founder of Breskin Publications, will travel to Australia Sept. 12 to inaugurate the John W. Derham memorial lecture series and receive the first Derham gold medal for outstanding services to the world of plastics.

Mr. Breskin will deliver about 10 lectures while in Australia, where he will spend about three weeks before going to Japan and later to the Netherlands.

Mr. Breskin founded *Modern Packaging* in 1927 and took over *Modern Plastics* several years later. His company also publishes two encyclopedias in these fields.

Mr. Breskin told Advertising Age that he had sent "a tremendous exhibit" of plastics to Australia for the event.

- Moulded Products (Australasia) Ltd. is sponsoring the lecture series and the gold medal award by the Plastics Institute of Australia. The event will be held every two years.

Mr. Breskin's itinerary in Australia has not been completely set, but his award lecture is scheduled for Sept. 19 in Sydney. He will speak on "The Wide World of Plastics."

Other lectures which he has prepared to date are "Packaging Developments in the U.S.," "Sell or Go Bust," "The Miracle of America," and "Plastic Developments in the U.S."

An old hand at lecturing on plastics and the U.S., Mr. Breskin has lectured throughout the world. #

Fine Art Series
visit
THE MINNEAPOLIS INSTITUTE OF ARTS
home of world-famous masterpieces
LAVINIA by Titian
General Outdoor

ART FOR MASSES—*General Outdoor Advertising Co., Chicago, has been bringing fine art "to the masses" with outdoor posters in Chicago, Minneapolis, New Orleans, Philadelphia, Washington, Louisville, Dayton and Memphis. The posters reproduce great paintings and urge the public to visit art museums and galleries. The above poster, in Minneapolis, shows Titian's "Lavinia." The reproductions are the work of two mural and fresco artists on the GOA art staff: Erich Leps, a native of Estonia, and Joseph Tomanek, a former Czechoslovakian.*

'Carte Blanche' New Hilton Magazine, Sets Ad Rates

Carte Blanche, 8544 Sunset Blvd., Los Angeles, quarterly magazine to bow in October with the winter issue (AA, June 6), has set its ad rate at $1,500 per b&w page, one time. Hilton Hotels Credit Corp., operator of the Carte Blanche credit card system, is sponsoring the magazine. Distribution of the first issue will be more than 200,000 copies through the 26,351 rooms in Hilton hotels in the U.S. and through several airlines. Later plans call for sending copies to all members of the Hilton Carte Blanche credit card system, Frank M. Hiteshaw, editor and publisher, said.

Ad representative is Ray C. Watson Co., Los Angeles. Ad sales offices have been established in New York, Detroit, Atlanta, Miami, San Francisco, Portland, Tyler, Tex., Mexico City, London and Tokyo. The first issue will include articles by Jose Ferrer, Mel Heimer, Tommy Harmon, Jayne Meadows, Walter Kerr and James Beard on such subjects as clothes, entertainment, sports, travel, music, theater and books.

Agency Becomes Marc-Reid as Futterman Leaves for Coast

William Futterman Advertising, Chicago, will change its name to Marc-Reid Advertising, effective Sept. 1, upon the departure of William Futterman. At that time Mr. Futterman will join Shoppers Markets Inc., Stacy Drugs and Budget Variety Department Store chains in Los Angeles, as vp in charge of general merchandising and sales promotion.

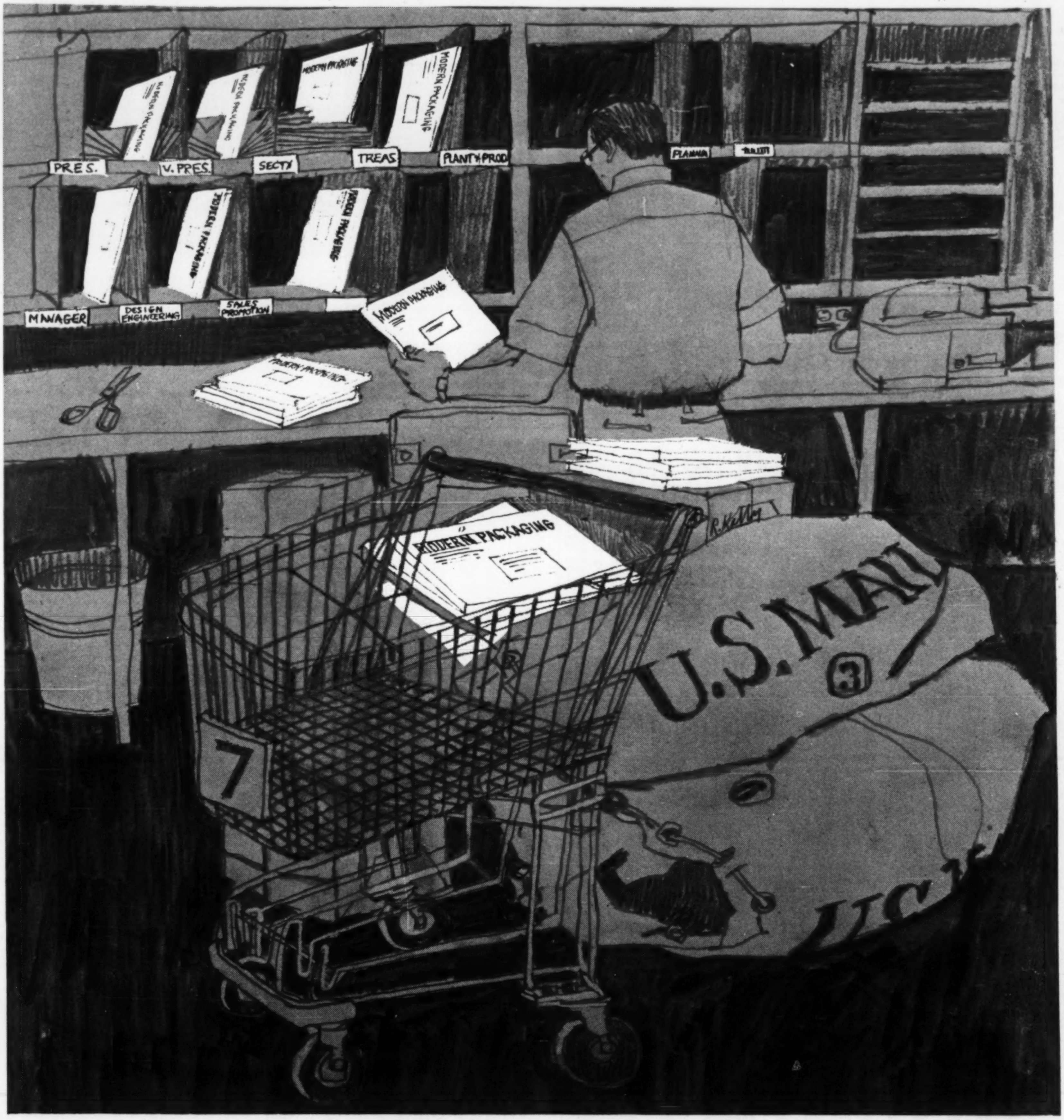
Joseph Goldstein, formerly vp, will succeed Mr. Futterman as president.

In a skilled trade that has always been considered the last link in mechanical production...

P&A always maintains both quality and schedules.

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732
ELECTROTYPES, NICKELTYPES, PACOTYPES, MATS, R.O.P. COLOR GLASS MATS
THERMOSETTING MAT PATTERNS AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P&A?


PRES.
V. PRES.
SECTY
TREAS
PLANT & PROD
MANAGER
DESIGN ENGINEERING
SALES PROMOTION
MODERN PACKAGING
U.S. MAIL
3
7
R. Kelley

In the vast, complex packaging market

Many men influence the purchase of materials, machines and equipment

***EVERYBODY** who is **ANYBODY** in packaging reaches for* **MODERN PACKAGING**

The Complete Authority of Packaging—A Breskin Publication ABC BPA ABP

Offices: New York, 575 Madison Ave.; Cleveland, 3537 Lee Rd.;
Chicago, 620 N. Michigan Ave.; Los Angeles, 6535 Wilshire Blvd.;
Atlanta, 1722 Rhodes Haverty Bldg.

Bon Ami Buys ABC-TV Shows

Bon Ami Co., New York, has bought a total of 32 participations in six ABC-TV daytime shows, running Sept. 19 through Oct. 31. The schedule includes "About Faces," "Love That Bob," "Day in Court," Road to Reality," "Queen for a Day" and "Beat the Clock." But big gun in Bon Ami's advertising effort will continue to be NBC's "Jack Paar Show," in which the company will run participations, starting Sept. 6. Bon Ami's agency is Cole Fischer Rogow Inc.

Texarkana Figures Corrected

In a story on new standard metropolitan statistical areas created on the basis of 1960 census figures (AA, Aug. 15), the census bureau supplied ADVERTISING AGE with two incorrect figures for the Texarkana, Tex.-Ark., area. Instead of 19,526 as population of Texarkana City, Ark., for 1960, the figure should have been 19,591. The population of Bowie county was incorrectly reported as 39,707. The figure should be 59,707.

GOA Names Roach, Johannes

Dean W. Roach has joined General Outdoor Advertising Co. as sales manager of the Philadelphia branch. Mr. Roach was formerly a vp of Detroit Advertising Agency, Detroit.

GOA also has named Charles W. Johannes manager of its Utica branch, succeeding Steven Conway, who resigned to join a family business. Mr. Johannes formerly was a sub-branch manager in Salisbury, Md.

Bristol-Myers Names McCurdy

Bristol-Myers Co., New York, has appointed Walter R. McCurdy, formerly assistant to the director of trade relations, merchandising manager of the Bristol-Myers products division.

Use Our Century of Publishing Experience

Cost-conscious publishers from coast to coast have found that the "know-how" gained from a century of publishing our own magazine, *The Nebraska Farmer*, saves them time, money and headaches.
It will pay you to investigate our complete facilities—*including 4-color web offset*—for producing magazines and all other printed materials.

WRITE, WIRE, PHONE

Nebraska Farmer Company

The Midwest's Fastest Growing Printing House
Out of the "high-rent" district at
1420 P STREET LINCOLN, NEBRASKA

Department, Specialty Stores' Ad Ratios Unchanged in '59, Harvard Study Finds

BOSTON, Aug. 23—Department and departmentized women's apparel specialty stores' advertising, expressed as a ratio to net sales, remained about the same in 1959 as they were in 1958, according to a study just released by the graduate school of business administration of Harvard University.

"Operating Results of Department & Specialty Stores in 1959," the 40th edition of this annual survey, is the work of Malcolm P. McNair, Lincoln Filene professor of retailing, and is published by the graduate school's division of research. It is priced at $6.

According to the study, 296 companies operating 546 department stores spent 2.7% of their net sales in 1959 on advertising, compared with 2.65% in 1958. (These are weighted averages.) Advertising by the 104 departmentized specialty stores used in the study was 3.4% of sales in 1959, compared to 3.35% in 1958.

■ Breaking down department store advertising investments by volume class, the study indicates that the ratio to sales tends to rise until it reaches the group with net sales of $10-$20,000,000, and then it slacks off. The table below illustrates this:

Volume Class	% of Sales
Less than $1,000,000	2.20
$1-$2,000,000	2.85
$2-$5,000,000	3.05
$5-$10,000,000	3.10
$10-$20,000,000	3.20
$20-$50,000,000	2.80
$50,000,000 or More	2.45

Specialty store advertising tended to increase in the larger sales classes, as shown by the table below for the three categories employed in the study:

Volume Class	% of Sales
Less than $1,000,000	2.9
$1-$5,000,000	3.3
$5,000,000 or More	3.5

■ Although department store sales were up 6.5% in 1959, a larger increase than any recorded in the study since 1947, earnings were only fractionally ahead of 1958, according to the report.

Department stores took a smaller share of general merchandise business in 1959, the report says. The sales increase of 6.5% for the year compares with an increase of 8% for the general merchandise category. As in several past years branch stores were responsible for greater rates of sales increase than were main stores, but during 1959 the main, or parent, stores also registered on the average sales advances in the same volume classifications where branch stores were represented. However, the report says it would be premature to hail this as approaching stabilization of the downtown situation.

■ Departmentized women's apparel stores in 1959 showed a sales increase of 4% over 1958, the greatest advance of any year of the last decade for the companies reporting to Harvard.

Pre-tax earnings for specialty stores over $1,000,000 in sales volume have been virtually unchanged for the past three years, 2.8% of net sales. Specialty stores with sales of less than $1,000,000 in 1959 turned in a better earnings ratio in 1959—3.6%. #

Rapid Relays Plans Radio-Television Drive

Rapid Relays Inc., Mansfield, O., will combine radio and tv spots in the introductory campaign for its new Tetra-Beam, a device which is designed to improve the headlight beam of automobiles. The drive is due to start on radio in September with minutes in 12 key markets.

The tv schedule will start in October. Sports show and newscast adjacencies will be mixed with late movie participations. Advertising will be placed direct. Rapid Relays makes auto devices and products for the home.

Publishing & Distributing Issues Overseas Newspaper Guide

Publishing & Distributing Co. Ltd., London, has published the seventh edition of "Overseas Newspapers & Periodicals Guide Book," which lists circulations, subscriptions and advertising rates of newspapers and periodicals throughout the world. Additional information may be obtained from H. R. Vaughan, managing director, Publishing & Distributing Co., Mitre House, 177 Regent St., London W.1.

IN AUGUSTA, GEORGIA

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's
WRDW-TV

CHANNEL 12

IN AUGUSTA:
Robert E. Metcalfe—TA 4-5432
IN NEW YORK:
Lee Gaynor—OXford 7-0306
Represented Nationally: Avery-Knodel, Inc.

Everybody breaks par with WRDW-TV in Augusta, "Golfing Capital of the World", where you can tell and sell more than a Million people with 721 million to spend. For Augusta, Georgia's second city, is now one of the nation's top 100 INDUSTRIAL MARKETS where new industry has invested $110 million dollars in the past 20 months. New facilities of Continental Can, S. H. Kress, General Electric, Glassine Corp. and Owens-Corning Fiber-Glass have joined the billion dollar Du Pont plant in this rich area where WRDW-TV is your product's best friend.

Member The FRIENDLY Group John J. Laux, Exec. Vice-President

WSTV-TV
CHANNEL 9
The lowest cost television bridge to the Upper Ohio Valley's Five Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.
John J. Laux, Managing Dir.—AT. 2-6265
Represented by Avery-Knodel, Inc.
STEUBENVILLE-WHEELING

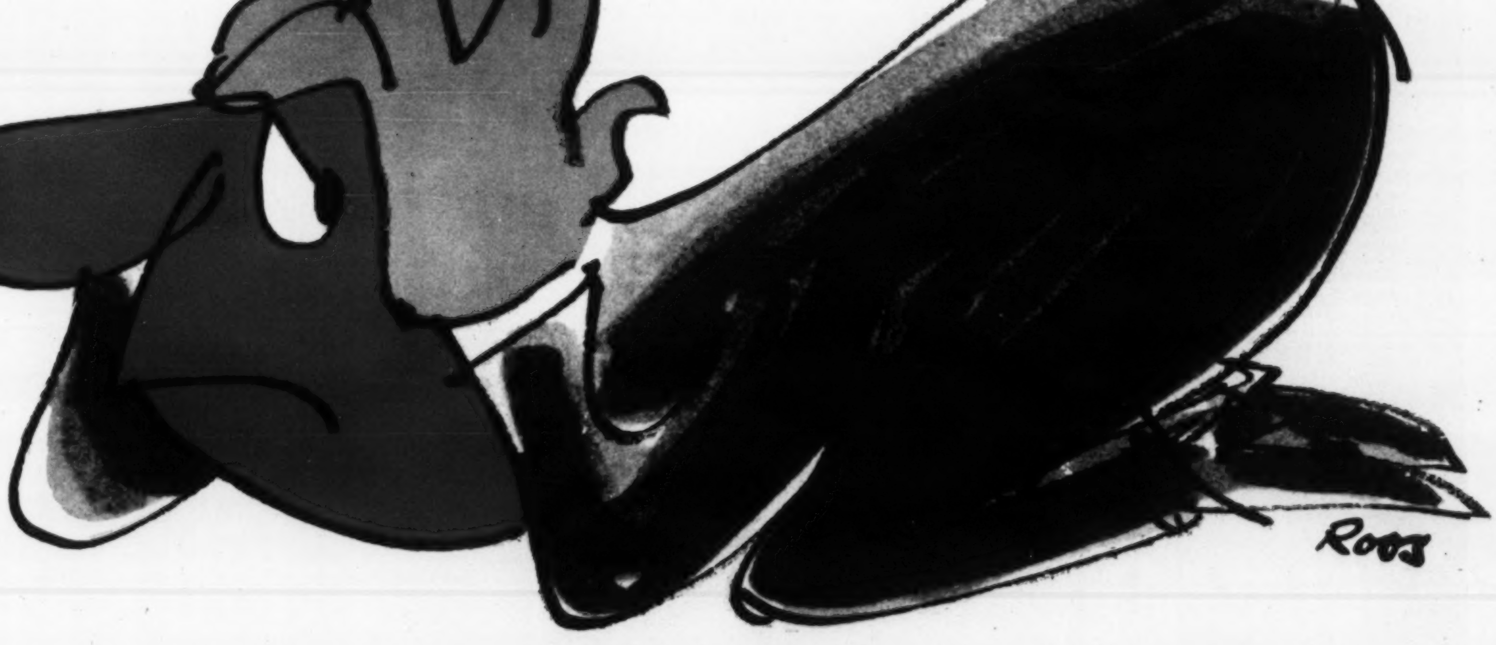
KODE-TV
CHANNEL 12
28% taller and 29% more powerful. Tells and sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC. Plus Shopper Topper Merchandising.
D. T. Knight, General Manager — MA 3-7260
Represented by Avery-Knodel, Inc.
JOPLIN, MISSOURI

WRGP-TV
CHANNEL 3
More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.
Harry Burke, General Manager — OX 8-1505
Represented by H-R
CHATTANOOGA, TENNESSEE

WRDW-TV
CHANNEL 12
Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC Networks.
Robert E. Metcalfe, Managing Dir.—TA 4-5432
Represented by Avery-Knodel, Inc.
AUGUSTA, GEORGIA

WBOY-TV
CHANNEL 12
A captive audience of 150,000 TV homes with a spendable consumer income of almost One Billion Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.
Roger Garrett, General Manager—MAin 4-7573
Represented by Avery-Knodel, Inc.
CLARKSBURG, WEST VIRGINIA

Perils
of an advertising
decision maker



MAYBE THEY WON'T MISS THE MONEY

Alas, this media man has realized he wasted money. You see he forgot that by buying into a mass circulation magazine he paid for a vast extra audience he didn't need or want. Advertising in Hearst Special Interest Magazines eliminates this waste — reaches only prospects, by-passes expensive "suspects".

HEARST magazines

13 keys to the special interests of 13 groups of people • • • Good Housekeeping
Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest
Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan

Theg Forms Winters Agency

Peter Theg, previously a consultant to station representative companies, has opened a new advertising agency, Pete Winters Associates, 1475 Broadway, New York, specializing in radio-tv accounts. A broadcast veteran, Mr. Theg has been national sales manager of Bartell Broadcasting Corp., general manager of WILD, Boston, and WMTV, Madison, Wis. Winters Associates currently is placing a spot schedule on about 20 radio and tv stations along the eastern seaboard for one of its clients, dan-d Industries, maker of men's toiletries.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Air Conditioner Makers Need Late Hot Spell to Cure Inventory Woes

Thus Far Sales Lag, but Merely Equaling '59 Would Mean Banner Year

CHICAGO, Aug. 23—A critical period of waiting has begun for manufacturers of room air conditioners. According to various industry sources, factory sales are running ahead of retail sales, and unless a late summer hot spell drives more consumers into the stores, inventory problems will mount.

Most factories have just about wrapped up their national advertising of room units, according to a survey by ADVERTISING AGE, and the manufacturers do not plan any extraordinary late season campaigns.

The primary problem has been an unusually cool summer, particularly in the middle and northern latitudes of the U.S.

New York, one of the country's biggest markets for room air conditioners, has experienced one of its mildest summers. The thermometer has not once been above 90°.

There is little indication yet that factories will follow the example of some other appliance manufacturers—notably refrigerator producers—who cut prices to reduce inventories.

■ One air conditioning marketing executive, contacted by AA as the thermometer read a pleasant 80°, commented: "Today we could run an ad on a $200 unit for $99 and it wouldn't create a ripple."

National Electrical Manufacturers Assn., New York, reported that factory shipments during the first six months of the year were 1,117,000 units, compared with 930,000 units during the first half of 1959.

Reports on retail sales are hard to come by until all the returns are in, but spot surveys indicate that sales are running behind the '59 pace. *Electrical Merchandising Week* said retail sales of room air conditioning units in May were down 9% from May, 1959. *Home Furnishings Daily's* utility survey indicates June sales more than 25% below the total for the same month last year.

Some manufacturers ship units on a buy-back basis, which puts them in the middle of an inventory problem if one develops.

■ Despite higher shipments, AA's survey of some of the leading air conditioning manufacturers showed that advertising volume was just about the same as in 1959.

- Ken Ray, advertising manager of Carrier Corp., Syracuse, said, "We are spending exactly the same on advertising as in the past. Our present campaign was scheduled last January, and we haven't deviated from it one bit."
- Fedders Corp., Maspeth, N.Y., which refers to itself as the world's largest manufacturer of air conditioners and the largest advertiser of these units, indicated its ad budget was higher this year, due to the addition of a radio campaign, an extensive newspaper campaign and a large cooperative drive.

Salvatore Giordano, chairman and president of Fedders, said factory shipments for all company air conditioners since last Sept. 1 were 35% higher than the previous year. He said the fact that the cool summer has not caused price cuts and "dump" selling is an indication of the growing stability and maturity of the industry.

Mr. Giordano made his comments at a distributors meeting in New York, during which Fedders introduced its 1961 line, including a room unit equipped with a clock-timer that automatically starts the appliance at a pre-set time.

- Spokesmen at General Electric, Westinghouse, Chrysler, Airtemp and the Hotpoint division of GE reported advertising expenditures at the factory level running at about the same pace as 1959.

■ A Carrier spokesman said that normally about half of the room units sold are "impulse" items, bought when the hot weather makes people uncomfortable. Others are sold for offices and small shops and for export.

Air conditioning is a $3.2 billion industry, but room air conditioners account for only 10% of the industry's gross sales. Thus a slump in this market hits hardest those companies which deal exclusively or primarily in room units.

Although many retailers reportedly are unhappy with the way room unit sales are going, one industry executive said that several factors must be taken into consideration. One is that the industry hoped to top 1959, which was a banner sales year, and that merely equaling it would mean a successful season.

Another point, he said, is that pre-season sales in late winter and early spring were good this year, which cut into the market potential this summer.

■ Most air conditioning manufacturers agreed on one point: It would take a monumental heat wave to sell an appreciable number of room units now. By late summer, they said, many consumers ride out a few hot days, confident that cool fall weather is just around the corner. #

2 Baltimore Agencies Merge to Form BBG&W Advertising

Brahms-Gerber Advertising, Baltimore, has merged with a second Baltimore agency, Birnbaum-Wolff & Co., to form BBG&W Advertising. The new agency has a staff of 15 and billings in excess of $1,000,000.

The four principals of the two agencies will serve as officers and department heads of the new agency. Jack Gerber will be president and creative director; Harold F. Wolff, vp and head of public relations; Zalmen J. Birnbaum, secretary and director of sales promotion and merchandising; and Jack Brahms, treasurer and head of media and research.

Butte Brewing Names Demiris

Butte Brewing Corp., Butte, Mont., has named Demiris, Rice & Associates, Salt Lake City, to handle its advertising account, which is expected to bill $100,000. The brewer recently was purchased by a group of Salt Lake City business men headed by Joseph E. Berman.

MEET THE WOMAN IN THE TEAM AT THE TOP!

"My good right hand!" That's how Roger S. Ahlbrandt, Treasurer of Allegheny Ludlum Steel Corporation, Pittsburgh, Pa., describes his secretary, Miss Mary Jane Daum. "In the choice of office equipment and supplies for our Division, Miss Daum's responsibility is practically 100%." Today's secretaries are a key part of the management team, a key influence in the selection of office equipment and supplies. To reach this influential audience—to implant brand preferences and build sales—office products advertisers use TODAY'S SECRETARY, the only magazine with a nation-wide paid circulation of secretaries in business and training. 145,000 subscribers, plus 345,000 additional pass-along readers, see TODAY'S SECRETARY every month. They play a major role in the choice of typewriters, office machines, filing cabinets, office furniture and supplies. Phone or write for Fact File on TODAY'S SECRETARY and the secretarial market.

TODAY'S SECRETARY

TODAY'S SECRETARY
...the magazine that sells the secretary – sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

Houston 6th Largest City in the Nation

The Chronicle... 1st Newspaper in Houston

In Houston, The Chronicle

Reaches More People
Carries More Advertising
Sells More Merchandise

Now the sixth largest city in the nation—and still growing—Houston is *A MUST Market!* And in Houston, advertisers know the selling power of The Chronicle. That's why The Chronicle *Dominates* in all advertising categories.

1st 6 Months of 1960

The Chronicle Leads Both Other Newspapers in:

17 of all **23** General Advertising Classifications
26 of all **28** Classified Classifications
19 of all **24** Retail Classifications

The reason . . . RESULTS!

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper
The Chronicle is a MUST Buy in a MUST Market!
The Branham Company—National Representatives

Coming Conventions

*Indicates first listing in this column.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 13. Premium Advertising Assn. of America conference, in conjunction with the New York premium show (Sept. 12-15), Hotel Astor, New York.

Sept. 14-16. Newspaper Advertising Managers' Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal.

Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 20. Magazine Publishers Assn., annual fall conference, Hotel Pierre, New York.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Sept. 29-30. Assn. of National Advertisers, advertising management seminar, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 3-5. National Newspaper Promotion Assn., Western Regional Workshop, Stardust Hotel, Las Vegas.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. National Assn. of Broadcasters, fall conference, Biltmore Hotel, Atlanta.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Junior Panel Outdoor Advertising Assn., annual convention, Hilton Hotel, Pittsburgh.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 14-15. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17. New England Newspapers Advertising Bureau, 23rd annual meeting, Hotel Statler-Hilton, Boston.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-19. National Assn. of Broadcasters, fall conference, Sheraton-Dallas Hotel, Dallas.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tar Hotel, San Francisco.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 20-21. National Assn. of Broadcasters, fall conference, Mark Hopkins Hotel, San Francisco.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 24-25. National Assn. of Broadcasters, fall conference, Denver Hilton Hotel, Denver.

Oct. 27-28. National Assn. of Broadcasters, fall conference, Fontenelle Hotel, Omaha.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

*Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

*Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 19, 1961. Assn. of National Advertisers, Workshop on Advertising Evalua-

---

The Charleston Gazette

CHARLESTON,

Charleston's Primary Mar
Industrial Expansion; T

Show Place of the Area

One of the most famous resorts in all America is the Greenbrier at White Sulphur Springs in Greenbrier county 114 miles east of Charleston.

While The Greenbrier is privately owned and operated it has a link with Tourism as an important part of West Virginia's economy. The Greenbrier is a show place, the setting for many top level conventions, and its influence on the industrial health of the State is incalculable.

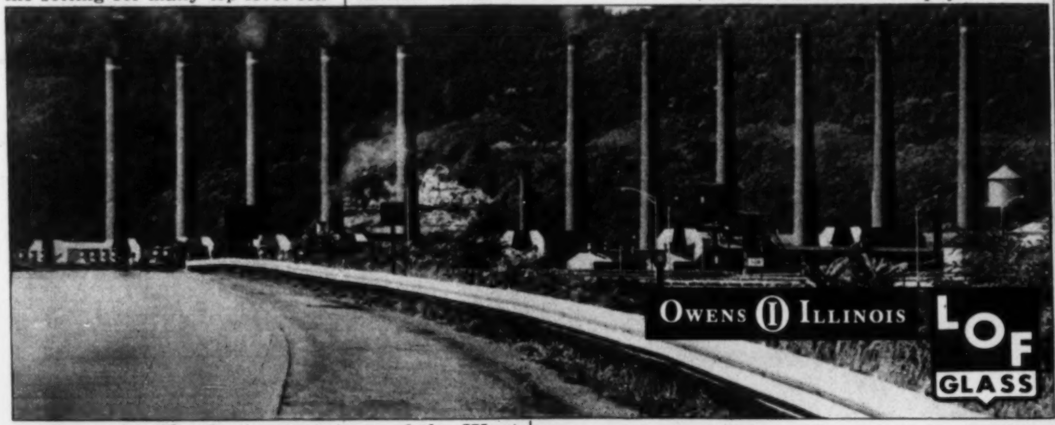
Tourism is perhaps the fastest growing facet of West Virginia's economy. The State's natural mountain beauty lends itself to development as playground and recreation mecca for the crowded eastern U. S.

Switzerland Of America Is Tag

West Virginia is often described as the "Switzerland of America." Here is Hawks Nest overlooking New River on U. S. 60 some 40 miles east of Charleston.

A survey indicated that 7,450,625 persons visited West Virginia in 1959 and 51% rated scenery as "What They Liked" most.

The State operates and has tourist facilities in 20 Parks and 9 Forests. Of these, 8 Parks and 5 Forests are in the coverage area of the Charleston newspapers.



From the Charleston terminus of the West Virginia Turnpike loom these eleven big smokestacks of the Libbey Owens Ford Glass Co. The smaller stack in the center (small only from perspective) is one of four at the nearby plant of Owens Illinois Glass. LOF's huge plant rolls flat glass while OI specializes in glass containers, some 90% of its production in liquor, wine and beer bottles.

Variety Marks
Area Industr

The top spread of this folde deals exclusively with the hug Chemical Industry in Charlesto and the Great Kanawha Valle But chemistry is not the exclusiv industry of Charleston nor in Wes Virginia's No. 1 Market as cov ered by the Charleston News papers.

Pictures on the lower fold ind cate the diversity of industry i the Primary Market area. East ward and to the south coal produc tion continues high with employ ment now stabilizing from aut mation. Northward and to th west the bottom lands of the K nawha and Ohio offer more roo for growth.

CHEMICAL
DIVISION
VANCORAM
BRAND

Typical of burgeoning indust in the Kanawha and Ohio Riv valleys are these three comparati newcomers: 1) Goodyear Tire Rubber Co., which produces pol ester resins and film; 2) Celane Chemical Co., plasticizers, fu

THE CHARLESTON NEWSPAPERS are the *Best*

Publishers: NEWSPAPER AGENCY CORP. CHARLESTON tion, Plaza Hotel, New York.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

*July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

L. D. Benedict to Lever

Lawrence D. Benedict, formerly advertising manager of Calvert Distillers Co., has joined Lever Bros. Co., New York, as a product manager in the Lever division.

Dusek Joins Williams

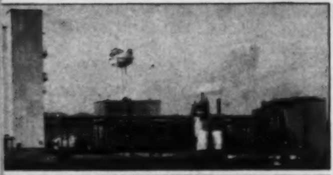
Robert M. Dusek has joined William R. Williams Inc., Chicago, as assistant to the president. Mr. Dusek was formerly with Buchen Co. and Wentzel & Fluge, Chicago.

Charleston Daily Mail

EST VIRGINIA

et Area Enjoys Constant urism Grows Solidly, Too

KAISER ALUMINUM



·nal fluids, gasoline additives and nthetic lubricants for jet airıft engines; 3) Vanadium Corp. America, producers of "Exlo," a ecial extra-low carbon ferroromium, and other alloys essenl to the metals industry.

Kaiser Brings Growth to Jackson

Around 50 miles from the heart of Charleston's vast chemical complex is the Ravenswood works of Kaiser Aluminum and Chemical Corp.

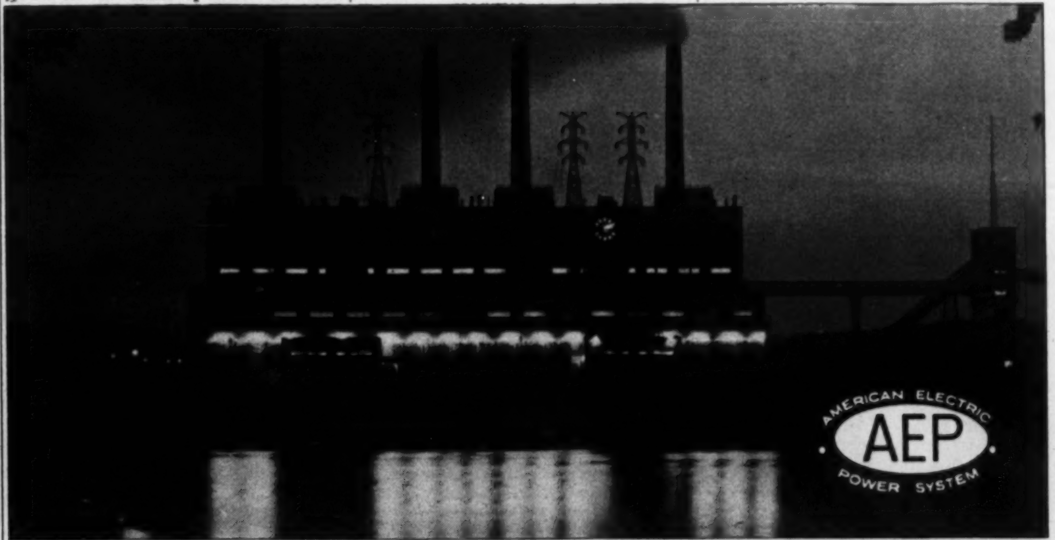
Kaiser spent $240,000,000 there and has completed the first planned phase of his building program. Latest estimate on permanent workers stood at 2,800, but a 10% growth is anticipated in the next few years.

This new plant, largest recent newcomer to the Charleston Primary Market, is situated in that "178 miles of shore line in the Kanawha, Ohio and Big Sandy Valleys" which expansionists like to think will far outstrip the upper Kanawha valley in the size and diversity of its industry in the not too distant future.

Kaiser's plant is rated one of America's largest and most modern fully integrated aluminum producing facilities. Its output is designed to serve both the nation's industries and the nation's homes.

Construction of the plant and then manning it in an area that had been predominately rural brought virtual boom times to Jackson county and to a lesser entent neighboring Mason and Roane counties.

The area is still building schools, stores and service establishments for a fast growing population.



Power in abundance for fast expanding industry in the Kanawha and Ohio River valleys is supplied by Appalachian and Ohio units of the AEP system. Here is the Philip Sporn plant in Mason county producing 1,000,000 kw, one of the four power plants in the Primary Market. It is part of a 21-plant interlocked system with a combined generating capacity of 6,189,000 kw.

ic Advertising Buy in the STATE OF WEST VIRGINIA

W. VA. Reps: JOHNSON, KENT, GAVIN & SINDING, INC.

George Wiswell, Ad Leader, Founder of Boston Agency, Dies

MARBLEHEAD, MASS., Aug. 23—George C. Wiswell, 66, one of New England's leading advertising executives, died at Salem Hospital Aug. 21 after a brief illness. Mr. Wiswell and George J. Chambers in 1919 founded the Boston agency of Chambers & Wiswell which in recent years became known as Chambers, Wiswell, Shattuck, Clifford & McMillan. The agency last week announced its merger with Grant Advertising (AA, Aug. 22).

George C. Wiswell

A native of Medford, Mass., he was graduated from Somerville High School and began as an advertising salesman on the *Boston Herald, New London Day, Bridgeport Post* and *Bridgeport Telegraph*.

In 1917 he enlisted in the Army and volunteered for aviation training. He was commissioned a second lieutenant, trained in England and saw service over France. In 1923 Mr. Wiswell began a long association with veterans when he helped organize the Crosscup Pishon Post, American Legion, for advertising men.

■ To raise money for the Legion's $5,000,000 war widows and orphans fund he promoted one of the first outdoor boxing matches in Boston, the famous Jim Maloney-Jack Sharkey bout at Braves Field, that netted over $26,000 for the fund, the largest contribution by a single post. The post followed this success with a series of boxing carnivals and wrestling and football promotions for a number of charitable causes, including construction of the early Boston municipal airport. Mr. Wiswell was post commander in 1940 and was twice reelected—the only three-time commander in the unit's history.

He served as director of public information for the Massachusetts Committee on Public Safety during World War II. He also was a member of the editorial board of the *Boston Herald* Rumor Clinic that exposed rumors in print.

Mr. Wiswell was a past president of the Advertising Club of Boston; a director of the New England Advertising Council; a former member of the Massachusetts Commission on Alcoholism, the Massachusetts Assn. of Catholics, Protestants & Jews and the advisory board of Associated Advertising Clubs. He also was a former governor of the New England Council, American Assn. of Advertising Agencies.

■ An ardent amateur sailor, he was a former member of the Winchester Boat Club and the Corinthian Yacht Club, and a participant in the annual Halifax cruises. He and his sons operated the sloop Goose out of Marblehead. He and his wife moved from Winchester to their former summer home in Marblehead Neck in 1955.

One of his two sons is George C. Jr., of Marblehead, an account executive at Erwin Wasey, Ruthrauff & Ryan. #

Wallace Named VP

Zimmer-McClaskey-Frank, Richmond, Va., has elected Robert K. Wallace a vp of the agency. He was with J. Walter Thompson for 12 years before joining the agency in 1958 as an account executive. The agency reports it began about that time with a staff of seven and now employs 33.

Hoffman, York Boosts Boyce

James A. Boyce, formerly account executive and creative associate, has been named associate creative director of Hoffman, York, Paulson & Gerlach, Milwaukee.

WESTERN HORSEMAN
THE WESTERN HORSEMAN
Readers Own 720,776
Head Horses,
7,800,000 Head Cattle
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

Macy Enlists Furnishings Manufacturers, Stores in Push for Integrated Palazzo Wares

NEW YORK, Aug. 23—A group of 18 manufacturers and 140 stores have banded together to promote a Palazzo collection of home furnishings initiated and planned by R. H. Macy & Co. The collection will be advertised in a nine and two-thirds-page unit in the September issue of *House Beautiful.*

The Palazzo collection furnishes the entire house, with each item featuring the same design themes and coordinated colors. This means that everything in the Palazzo collection goes with everything else—lamps, linens, carpets, draperies, table settings, tv sets, furniture, and all kinds of decorative accessories—even though they are manufactured by 18 different companies.

Macy says this is the first time a housewife has been enabled to decorate an entire house without worrying about what goes with what.

The big retailer has been researching and coordinating the project for over a year. The store first sent experts to Europe to do design and color research for the collection, which is adapted from English and Italian Regency designs. Macy's New York then selected non-competing manufacturers to produce the merchandise, and a group of stores to sell it, including its affiliated May Co. stores.

■ To produce Palazzo furniture, Macy chose Drexel Furniture Co., Drexel, N.C., and asked Drexel's agency, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia and New York, to work with the other manufacturers and coordinate national advertising for the collection.

One of the agency's prime objectives was that the advertising be as closely coordinated in color and design as the merchandise itself. For six months the agency worked on the project, getting layouts okayed and convincing the manufacturers and their agencies that their own advertising look should be subordinated to the Palazzo look.

The result is a multiple page ad involving nine manufacturers and Macy's, picturing six rooms in the "Palazzo house." The opening page consists of text, in which Macy explains the Palazzo concept. Drexel is sponsoring two color pages while Motorola, Bloomcraft Fabrics, Cabin Crafts (carpets) and Fieldcrest Mills (bedroom and bath linens) are taking one color page each.

Gorham Co. (silverware) is sponsoring a b&w page, Syracuse Ornamental Iron Co. (Syroco mirrors and wall decorations) is taking a two-thirds-page unit, while Wilmar Co. (Tyndale lamps) and Royal China Co. are taking a square quarter ad apiece. A listing of the 140 participating stores is also included.

■ Although Fieldcrest is one of the advertisers, the Fieldcrest name will not appear in the ad. Not all of its retail outlets will be carrying the Palazzo merchandise, so the company decided against having its name in the ad, although it did want to promote its Palazzo merchandise.

Macy's is making Palazzo its major 1960 home furnishings promotion and launched it Aug. 21 via ad sections in New York Sunday newspapers. The store will also devote 46 windows, all display areas on four floors of its New York store plus areas on two other floors, posters, elevator cards, handbills and displays in all branch stores to the promotion.

Other manufacturers included in the Palazzo collection, although they are not participating in the advertising, are: Linens by Vera, George Briard Designs (glassware), Bartman & Bixer (draperies), Doblin Corp. (upholstery), Window Shop (wallpaper), American Commercial (china), Harper J. Ramsburg Co. (bathroom accessories,) Kandell Inc. (woven slipcover fabrics), and Stroheim & Romann (upholstery fabrics). #

Cabin Crafts
by Drexel

INTERIORS—*This pair of rooms fills a spread in the House Beautiful Palazzo ad which carries the Drexel and Cabin Crafts brands.*

K&E Adds Kodak Retina in Mexico, Nestle's Keen

Kenyon & Eckhardt has picked up another piece of Eastman Kodak business in its Mexico City office. The agency has been named to handle all consumer advertising on the new Kodak Retina camera. K&E, Mexico City, previously was appointed for Kodak accessories and film advertising. J. Walter Thompson Co. formerly handled all Kodak business in Mexico. William Miller, who was general manager of J. Walter Thompson's Mexican office from 1947 to 1956, has moved to the K&E office as associate director. For the past four years Mr. Miller has been with Ford Motor Co. in Mexico.

Kenyon & Eckhardt has become a Nestle agency for the first time anywhere with the appointment of K&E, Toronto, to handle Keen, a new instant lemonade mix being test marketed by Nestle (Canada) Ltd. in Ontario.

AFA Seeks Ad Scholarships

Advertising Federation of America is compiling a list of scholarships and other grants-in-aid available to students in advertising, marketing and allied fields. Organizations sponsoring such awards, or considering establishing them, are asked to contact George T. Clarke, director of AFA's bureau of education and research, 250 W. 57th St., New York.

KFAX Names Hollingbery

KFAX, San Francisco, radio station, has appointed George P. Hollingbery Co. its national representative. Paul H. Raymer Co. was its former national representative.

MOTOROLA
Bloomcraft

FOLIAGE—*A graceful tree appears in this spread from the Palazzo ad, which features the Bloomcraft Fabrics and Motorola names.*

DESIGNERS AND BUILDERS OF MERCHANDISING DISPLAY UNITS FOR CLOSING MORE SALES PROFITABLY

THAT LAST STEP

Don't MISS IT... Mister!

BE SURE your product is displayed at the point of sale . . . the one step in your promotional plan that presents, persuades, and pays off . . . immediately!

ADVERTISING METAL DISPLAY CO

CHICAGO 50
4621 W. Nineteenth Street/BIshop 2-1242
NEW YORK 36
11 West 42nd Street/LOngacre 4-8255

Scotch Brand Cellophane Tape Counter Display Merchandiser

SEND FOR full color brochure showing examples of how other advertisers close more sales with AMD merchandisers...

OPEN your sales promotion with other media.
CLOSE your sales with an AMD merchandiser . . . the pay-off media!
PROTECT your over-all advertising investment. Give your product the competitive edge at the point of sale.

Call in the AMD man. Let him put his design and production know-how to work for you.
SCOTCH
Cellophane Tape
CLEAREST! STRONGEST! LASTS THE LONGEST!
ADVERTISING METAL DISPLAY CO
AMD

NOW, ALCOHOL AND DRIVING DO MIX!

Somebody in the Chemical Process Industries has just come up with a new polyvinyl alcohol tire cord. Now you've got cotton, rayon, nylon, alcohol all competing for the wheels of your car. Comment on this to any CPI-management man, and he'll answer with a gleam in his eye, "*That's the kind of business this is.*"

If you want to see inside the CPI, if you want to feel its simmer and sizzle . . . pick up CHEMICAL WEEK. This is one business magazine you can judge readily. Most of it's news, both technical and non-technical. All of it is plain English. Coverage, timeliness, sharp interpretation to all functions of management *(the man who develops, the man who designs . . . who builds, who buys)* are all at work here, to be rated at face value. And, as an advertising man, you'll be impressed by presentation . . . from CW's four exclusive "Newsletters" to its authoritative "Feature Reports".

Don't be too complimentary just because we happen to be the only CPI-magazine edited exclusively for management. Ask yourself if you agree, if you appreciate why CHEMICAL WEEK is the acknowledged "*Industry Spokesman for CPI-Management.*" If you do . . . you've just selected your major advertising medium.

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

PHOTOGRAPHIC REVIEW OF THE WEEK

LINEN SERVICE COMPLETE
Clean Tow
YOUR HEART FUND
"Serving This Comm

PUBLIC SERVICE—*New batch of public service signs are inserted on trucks as part of a continuing program of the Linen Supply Assn. of America. Each year association members select 12 public service topics to be supported through posters on the 3,000 trucks belonging to members. The program has been in operation since 1952. Costs, ranging from $8 to $12.50 per truck per year, are paid by the linen suppliers.*

Danforth Shaw Mercer Watkins

MOONLIGHT BAY—*Three magazine advertising representatives and a client recently joined forces in New York to win the Manhattan Barbershop Contest sponsored by the New York Daily Mirror at Central Park Mall: John Danforth and Dave Mercer, Ladies' Home Journal; Al Watkins, Baby Talk; and Reed Shaw, General Electric.*

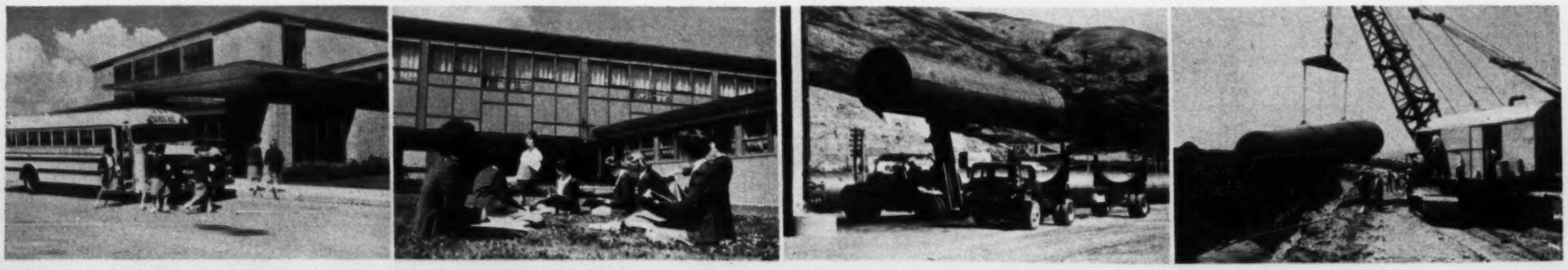
GE BULBS
IT'S EASY TO SEE

$4,000 DISPLAY—*This 44′ display in the Cut Rate Market in Battle Creek, Mich., contains $4,000 worth of GE bulbs, which were sold in three weeks during GE's spring Mister Magoo light bulb promotion. (GE is starting a similar campaign on Sept. 19). To develop the display, the store used seven 1,200-bulb display merchandisers; four 400-bulb display merchandisers; and two 240-bulb display merchandisers. Sam Sweet (left) of Abner Wolf Co., distributor, helped John Carlson (right), the store manager, develop the display.*

FLOATING DINNER—*Shrimp, oysters Rockefeller, water cress, floating island custard, watermelon and, of course, iced liquids were "shipped" direct to swimmers at the fourth annual Pool & Picnic party given St. Louis advertising people by Venard, Rintoul & McConnell, radio-tv representative, and hosted by Howard B. (Howdee) Meyers, vp, of Chicago. Taking time out to rejuvenate from the water games are (clockwise from left) Don Ratchford and Jim Walsh, of D'Arcy Advertising; Marter Berger, Fred Webber Jr. and Ralph Neugebauer of Gardner Advertising; Gus Tassos, chef of the Chase Hotel; Chuck Broderson, Jack Hughes, Ron Levy and Shirley Stafford of Gardner.*

AD CLUB
229 ENTRIES
69 AWARDS
TO BE ANNOUNCE

INTEREST BOOSTER—*The Beaumont, Tex., Advertising Club reports that Gwen Fischer, whose picture appeared in area newspapers, helped "stimulate interest" in the club's 1960 advertising awards competition.*



STEEL SELL—*U.S. Steel, Pittsburgh, will run these institutional commercials to portray the use of steel in the construction of schools and aqueducts when it kicks off its tv season this fall. The two-and-a-half-minute school ad will be seen on the "U.S. Steel Hour" opener on CBS-TV Sept. 7. The aqueduct commercial is set for the second show in the alternate-week Wednesday night hour series. Transfilm-Caravel produced the commercials for Batten, Barton, Durstine & Osborn, U.S. Steel's agency.*

A "Metropolitan" personality
Dress by Frechtel Photographed by Peter Fink

Stepping out to meet the alert and the inquisitive, people who are enriched by the knowledge and talent of a "Metropolitan" personality—a personality like each of our widely known Television, Radio and Outdoor properties.

METROPOLITAN BROADCASTING CORPORATION
205 East 67th Street, New York 21, New York

TV STATIONS: WNEW-TV, New York; WTTG-TV, Washington, D.C.; WTVH, Peoria/Ill.; KOVR-TV, Stockton-Sacramento/Calif.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland
OUTDOOR: Foster and Kleiser—operating in Arizona, California, Oregon and Washington.

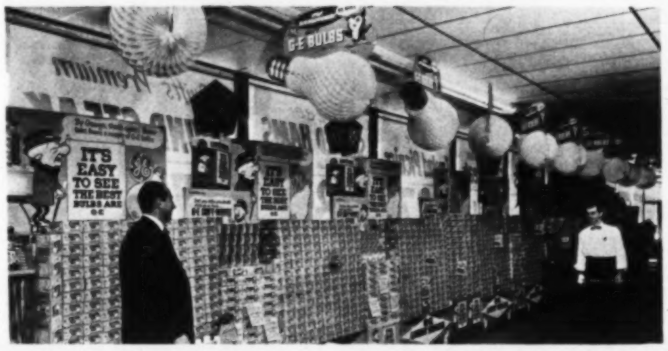
PHOTOGRAPHIC REVIEW OF THE WEEK

LINEN SERVICE COMPLETE
Clean Tow
YOUR HEART FUND
Serving This Comm

PUBLIC SERVICE—*New batch of public service signs are inserted on trucks as part of a continuing program of the Linen Supply Assn. of America. Each year association members select 12 public service topics to be supported through posters on the 3,000 trucks belonging to members. The program has been in operation since 1952. Costs, ranging from $8 to $12.50 per truck per year, are paid by the linen suppliers.*

WNYC
Danforth
Shaw
Mercer
Watkins

MOONLIGHT BAY—*Three magazine advertising representatives and a client recently joined forces in New York to win the Manhattan Barbershop Contest sponsored by the New York Daily Mirror at Central Park Mall: John Danforth and Dave Mercer, Ladies' Home Journal; Al Watkins, Baby Talk; and Reed Shaw, General Electric.*

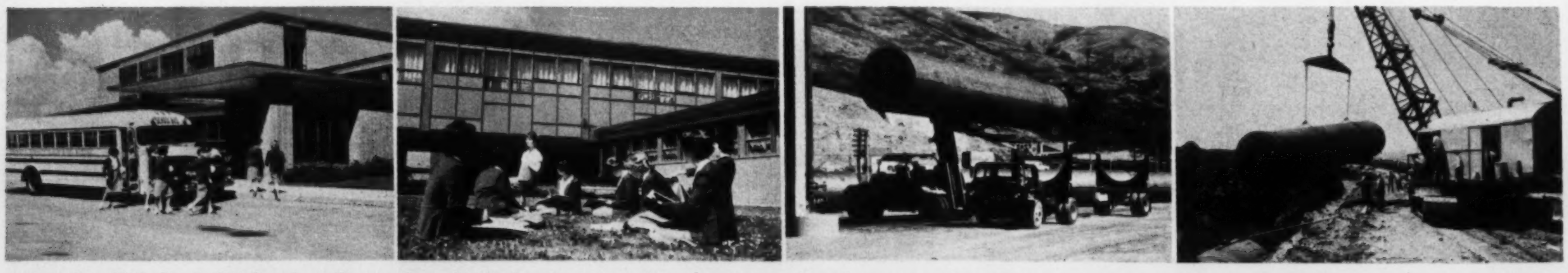


$4,000 DISPLAY—*This 44' display in the Cut Rate Market in Battle Creek, Mich., contains $4,000 worth of GE bulbs, which were sold in three weeks during GE's spring Mister Magoo light bulb promotion. (GE is starting a similar campaign on Sept. 19). To develop the display, the store used seven 1,200-bulb display merchandisers; four 400-bulb display merchandisers; and two 240-bulb display merchandisers. Sam Sweet (left) of Abner Wolf Co., distributor, helped John Carlson (right), the store manager, develop the display.*

FLOATING DINNER—*Shrimp, oysters Rockefeller, water cress, floating island custard, watermelon and, of course, iced liquids were "shipped" direct to swimmers at the fourth annual Pool & Picnic party given St. Louis advertising people by Venard, Rintoul & McConnell, radio-tv representative, and hosted by Howard B. (Howdee) Meyers, vp, of Chicago. Taking time out to rejuvenate from the water games are (clockwise from left) Don Ratchford and Jim Walsh, of D'Arcy Advertising; Marter Berger, Fred Webber Jr. and Ralph Neugebauer of Gardner Advertising; Gus Tassos, chef of the Chase Hotel; Chuck Broderson, Jack Hughes, Ron Levy and Shirley Stafford of Gardner.*

AD CLUB
229 ENTRIES
69 AWARDS
TO BE ANNOUNCED

INTEREST BOOSTER—*The Beaumont, Tex., Advertising Club reports that Gwen Fischer, whose picture appeared in area newspapers, helped "stimulate interest" in the club's 1960 advertising awards competition.*



STEEL SELL—*U.S. Steel, Pittsburgh, will run these institutional commercials to portray the use of steel in the construction of schools and aqueducts when it kicks off its tv season this fall. The two-and-a-half-minute school ad will be seen on the "U.S. Steel Hour" opener on CBS-TV Sept. 7. The aqueduct commercial is set for the second show in the alternate-week Wednesday night hour series. Transfilm-Caravel produced the commercials for Batten, Barton, Durstine & Osborn, U.S. Steel's agency.*

A
"Metropolitan"
personality

Dress by Frechtel Photographed by Peter Fink

Stepping out to meet the alert and the inquisitive, people who are enriched by the knowledge and talent of a "Metropolitan" personality—a personality like each of our widely known Television, Radio and Outdoor properties.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

TV STATIONS: WNEW-TV, New York; WTTG-TV, Washington, D.C.; WTVH, Peoria/Ill.; KOVR-TV, Stockton-Sacramento/Calif.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland
OUTDOOR: Foster and Kleiser—operating in Arizona, California, Oregon and Washington.

WESH-TV
PREFERRED IN
ORLANDO-DAYTONA MARKET

Macmillan Publishes 'Selling: Its Broader Dimensions'

Macmillan Co., New York, has published "Selling: Its Broader Dimensions." Authors of the book are Taylor W. Meloan, professor of the department of marketing and transportation, school of business, University of Southern California, and John M. Rathmell, associate professor of marketing, graduate school of business and public administration, Cornell University.

Priced at $7.50 for the trade edition, the book contains a composite of articles by top men in the selling and marketing fields, which examine the selling function and its relation to the broader marketing field, emphasizing personal selling and directly related aspects of management.

the RIGHT combination of
MAINE'S best stations . . .
LOBSTERADIO

98.6%* of all
BEER SALES

*They drink more, they buy more in the "potent" markets covered by Maine's Lobsteradio Stations. See your rep for the "full bodied" details.

Lobsteradio (By Market Size)
Portland Bangor Lewiston Waterville
Caribou Augusta Sanford Rumford

REPRESENTED BY:
NEW YORK: Devney-O'Connell Co., 535 5th Ave.
BOSTON: George Eckels & Co.
CHICAGO, DETROIT, WEST COAST: Doren F. McGavren Co., Inc.

Executive offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336

Appoints Richard Moulton: John Lewis Goes to JWT

Progressive Grocer, New York, has appointed Richard H. Moulton exec vp of retailing research. He was formerly vp in charge of client service, and previously, market research director of General Foods Corp.

John E. Lewis, formerly vp of operations at *Progressive Grocer*, has resigned to join the marketing department of J. Walter Thompson Co., New York.

Holland Cheese Sets Drive

The Holland Cheese Exporters Assn., New York, will use full-color pages, spreads and smaller sizes in magazines and newspapers for a fall campaign headlined: "This is the real Gouda and Edam . . . from two little towns in Holland." A business paper campaign is also scheduled as well as point of sale displays. Consumers will be offered a 16-page Cheese-of-Holland recipe booklet. Erwin Wasey, Ruthrauff & Ryan, New York, is the agency. •

Houston Names F&S&R

Houston Chemical Corp., New York, has named Fuller & Smith & Ross, New York, as its advertising and pr agency. Houston thus extends the services of F&S&R which has the account for Peak and Norway brands of Anti-freeze. These brands were taken over by Houston earlier this year with the acquisition of this marketing operation of Commercial Solvents Corp., New York.

Easy-On, Barcolene Lead Ad Parade of Spray-Can Starches

NEW YORK, Aug. 23—Spurred by aerosol packaging, ordinary laundry starch is being glamorized, and at least two manufacturers are introducing new products with heavy advertising expenditures.

Last month Boyle-Midway marketed Easy-On natural spray starch and Barcolene Co., Boston household cleaner manufacturer, launched Barcolene jet spray starch. Easy-On comes in two sizes, selling for about 39¢ and 69¢, although numerous dealers reportedly have raised both prices. Jet starch, in a single 16-oz. size, retails at the 69¢-79¢ level. Packaged laundry starch can be bought for as little as 10¢ a box.

Boyle-Midway said it now has national distribution for Easy-On, and it is being advertised in all major markets in newspapers and spot television. The push-button can is highlighted, a 10¢-off introductory coupon is offered and one of the headlines reads: "Spray it! Iron instantly! New Easy-On push-button starch irons without stick or drag."

Cunningham & Walsh handles Easy-On. It is possible that introductory advertising will run high in the six-figures bracket.

■ Barcolene, much smaller than the giant American Home Products subsidiary, has been expanding on a regional basis in the last month. Jet starch is now sold throughout New England and the metropolitan New York, New Jersey and Philadelphia areas. This week it will be introduced in the Baltimore, Washington and Miami areas.

Around Sept. 15 it will be marketed on the West Coast by the Los Angeles Soap Co., which has a licensing arrangement with Barcolene.

Jet starch advertising also highlights the package, features a 25¢ coupon on the label and ad copy similar to Easy-On: "New jet starch lets you fly through starching chores! No need to dampen—just spray and iron!" It, too, is using newspapers and spot tv, with the emphasis on tv.

Barcolene says it may spend $200,000 or more in an eight-week introductory period. The company feels that because of its product, name and packaging, "we can more than hold our own" against Boyle-Midway—"unless we are completely out-muscled in the advertising department." Silton Bros., Calloway Inc., Boston, handles the account.

There are several other new aerosol starches on the market, such as Gliss and Reddi Starch, but the advertising impact for the present is being made by Barcolene and Easy-On. Additional spray starches can be expected to join the fray, once the early starters prove that they have created a new premium-price market. #

Jaylis Names Len Woolf

Jaylis Industries, Los Angeles, manufacturer of Jaylis sculptured plastic draperies, has appointed Len Woolf Co., Los Angeles, to handle its advertising.

'SEP' Advances Hoefner

Jean B. Hoefner, retail marketing manager for the *Saturday Evening Post*, has been given the additional title of travel and resorts marketing manager for the magazine, a new position.

How
not to
use
an
electrotyper

Turn the key . . . wind up tight . . . then point his feet in the right direction.

Well, maybe it worked in the old days; but, if you use your electrotyper that way now, you're just not taking advantage of the many new directions that have opened up in the field of duplicate printing materials.

Your local Rapid representative, for example, offers a full line of these materials—can advise you on the special advantages of each. For newspapers, should it be mats, plastic plates? . . . who uses stereos? For magazines, will Thermo-setting plastic plates do as good a job for you as electros? For four-color duplicates, how much time and money could you save by going to New Rapid Atlantictypes in etchable solid copper?

Rapid offers them all, through local divisions in all major advertising centers. This means that your Rapid man has no axe to grind—can advise you impartially on the best direction for *you*.

Call him in. But don't aim him . . . *use him!*

THE RAPID ELECTROTYPE CO.
711 FIFTH AVENUE NEW YORK 22, N. Y.
DIVISION OF THE RAPID-AMERICAN CORP.

Rapid Electrotype Co.
449 Statler Building
Boston 16, Mass.
HAncock 6-9665

Northern Electrotype Co.
41 Burroughs Ave.
Detroit 2, Michigan
TRinity 5-6780

Rapid Electrotype Co.
121 West Wacker Dr.
Chicago, Ill.
DEarborn 2-2016

Rapid Electrotype Co.
McMicken at Race Ave.
Cincinnati 14, Ohio
PArkway 1-3577

Atlantic Electrotype & Stereotype Co.
228 East 45th St.
New York 17, N. Y.
MUrray Hill 7-0900

Rapid Electrotype Co.
243 North Juniper St.
Philadelphia 7, Penn.
LOcust 3-5902

Rapid Electrotype Co.
955 Front St.
San Francisco 17, Calif.
DOuglas 2-8427

MANUFACTURING THE FINEST QUALITY DUPLICATE PRINTING MATERIAL—NEWSPAPER MATS, PROOF MATS, R.O.P. COLOR MATS, THERMO-PLASTIC AND THERMO-SETTING PLASTIC PLATES, ELECTROTYPES, STEREOTYPES, BISTA PLATES, FOUR-COLOR RAPID ATLANTICTYPES.

P&G Sales Rose 5%, Earnings Up in Fiscal '59-'60

CINCINNATI, Aug. 23—Procter & Gamble Co. sales rose 5% and earnings zoomed 20% as the company chalked up records with a volume of $1,441,548,293 and earnings of $98,078,076 for the fiscal year ended June 30.

In a letter to shareholders the company said "average prices for our products were lower in 1959-'60 than they were in the preceding year. Thus, our unit sales increased at a faster rate than dollar sales."

The letter, signed by Chairman Neil McElroy and President Howard Morgens, discusses the tough competitive picture in its varied fields of business as follows:

"The soap and detergent business has long been recognized by everyone connected with the grocery trade as one of the most competitive that there is. In addition, new competition has been emerging in recent years. The steady development of large retail grocery organizations with their own private brands, for example, represents very important and powerful new competition in our industry.

■ "The new fields which P&G has entered in the past few years are also highly competitive. For example, in entering the cake mix field, the paper tissue field, the bleach field, the cellulose pulp field, we have encountered a whole group of new competitors."

Originally in the soap business only, P&G said that dollar sales of its total food products alone now exceed total sales of all P&G companies 20 years ago.

Overseas earnings "showed an increase in every country in which we have an operation of any importance." #

Toy TV Spec Planned

Ventriloquist Shari Lewis will star in an hour children's television spectacular to be presented in September by Ideal Toy Corp., New York. The taped show will be seen on a Sunday afternoon in 19 markets, including New York, Chicago, Los Angeles and Philadelphia; the others are yet to be determined. The show will have a Christmas-in-September format, with Miss Lewis helping with the commercials. There will be glimpses of the toys throughout the program to catch the attention of retailers as well as the small fry. Grey Advertising Agency handles the account.

NBC Names Fred Horton

Fred Horton has been named general sales executive of National Broadcasting Co., New York. Mr. Horton, who formerly was sales manager of the now postponed, proposed new fm Medical Radio System, will represent the tv and radio networks as well as spot sales in the drug and toiletries fields.

Faradyne Names Lewis

Faradyne Electronics Corp., Belleville, N.J., has named Lewis Advertising Agency, Newark, to handle its national advertising, sales promotion and public relations.

Honolulu Paper to Boland

Honolulu Paper Co. has appointed the Honolulu office of Boland Associates to handle advertising for its retail operations.

Bolling Names Reitmann

William R. Reitmann has been appointed manager of the Los Angeles office of Bolling Co., radio-tv station representative, replacing John King, who resigned. Mr. Reitmann formerly was Los Angeles sales manager of KFOX, Long Beach.

McGraw-Hill Promotes Hubbard

Scott Hubbard has been named manager of McGraw-Hill Publishing Co.'s new North Pacific district sales office to be opened in Portland Oct. 1. Mr. Hubbard was formerly a multi-publication salesman for the company in the North Pacific district.

Y&R Moves L. A. Office

Young & Rubicam is moving its Los Angeles offices to 615 S. Flower St., where it has leased the entire seventh floor. The agency's Hollywood office, at 1717 N. Highland Ave., is not affected.

BUY A KING-SIZE MARKET
EL PASO
CAPITAL CITY OF The Fabulous Southwest

Now . . . there are 5
Big Cities in Texas
HOUSTON—DALLAS—SAN ANTONIO
FORT WORTH AND
EL PASO
1960 Census 272,239
GAIN 141,754 (108.6%) OVER 1950
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

"HOPE IS A THING WITH FEATHERS" STARS ELI WALLACH, BERT WHEELER, CARMEN COSTI—PRODUCED FOR CBS FILMS BY ROBERT HERRIDGE

Entire new TV series, "The Robert Herridge Theater," produced on Live Action "SCOTCH" BRAND Video Tape

"The Robert Herridge Theater" is an unusual half-hour television series offering special treatments of dramas, jazz and ballet. Produced for CBS Films Inc. by Mr. Herridge, all 26 shows have been recorded exclusively on "SCOTCH" BRAND Video Tape.

Why video tape? Because it reproduced the "live" feeling of the original performances, eliminated fluffs, cut production costs sharply and made schedules more flexible. People throughout the television industry are turning to video tape for incomparable fidelity, speed and economy in recording TV specials, location and commercial programming.

Order your copy of "The Show Is On Video Tape," booklet of three television case studies in planning and production of a network commercial, a drama program and a local "spectacular." Send 25¢ in coin to cover mailing and handling to 3M Co., Box 3500, St. Paul 6, Minnesota.

THE SHOW IS ON VIDEO TAPE

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

"SCOTCH" is a Registered Trademark of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. ©1960 3M Co.

Another 1ST *for the* 2ND *largest city in Massachusetts...*

WORCESTER

Betsy Rawls, winner on July 23, 1960 at the Worcester Country Club, Worcester, Mass., of the U.S.G.A. Women's National Open Championship — the first woman in American golfing history to win this title four times. She and fifty other women played before one of the largest throngs ever to watch this NUMBER ONE feminine golf event.

A tournament of this size required an outstanding course and "major league" support. The Worcester Country Club filled the bill, and Worcester filled the fairways again, just as they were filled for the U. S. Open in 1925 when Bobby Jones forced Scotland's Willie MacFarlane into the now historic double playoff for the title . . . or as they were packed for the 1927 Ryder Cup Matches, the first ever played.

Golf is but one facet of Worcester's claim to fame in sports. Lake Quinsigamond is one of this country's three leading rowing courses, the scene of the 1952 Olympic Trials, the 1960 Eastern Intercollegiate Rowing Championships, and the 1961 National Intercollegiate Rowing Championships.

This kind of leadership is strongly reflected in Worcester's position as one of the nation's "TOP 50" Markets — 43rd in spendable income, 48th in population, an important BILLION DOLLAR County.

Worcester stands for big business, yours included.

The Moloney, Regan & Schmitt representative knows Worcester.

Circulation: Daily 155,015 — Sunday 103,332

WORCESTER TELEGRAM

The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations WTAG and WTAG-FM

TELEGRAM AND GAZETTE

'Advertising Age' Presents Marketing Profiles of the 100 Largest National Advertisers

Entire contents Copyright 1960 by Advertising Publications Inc. Reproduction without permission prohibited.

For the fifth consecutive year Advertising Age offers here a unique collection of facts about the marketing operations of the nation's advertising giants—what they spend on advertising, how they're doing in sales and profits, how their leading product lines and brands rank nationally, what share of the market they capture—and many other vital details.

Those details include listings of each company's sales and advertising executives, the agency line-up and a rundown of account executives serving the various products and divisions. Much of the material has never been published before, including estimates of total advertising and promotional expenditures for the 100 advertisers covered, and sales figures for various privately owned companies on the list.

Every one of the 100 marketing profiles published here has been submitted to the company covered, so as to provide an opportunity to correct any inaccuracies that might creep in. To the hundreds of people at these companies who helped supply information and check facts, Advertising Age gives a hearty vote of thanks; at the same time taking full responsibility for figures and facts not supplied by the companies.

Alberto-Culver Co.

	1959	1958
Sales	$ 24,000,000*	———
Advertising	10,000,000	8,000,000

*Estimated by Advertising Age

Alberto-Culver Co., Melrose Park, Ill., this year becomes one of the nation's 100 leading advertisers for the first time, ranking 77th. The 1959 expenditure reported by the company represents an increase of 25% over the previous year and an impressive $5,000,000—or 100%— more than was spent on advertising in 1957.

About $13,000,000 is expected to be expended by Alberto-Culver in 1960 toward advertising its current four consumer products—VO-5, Rinse Away, Command and Tresemme.

The investment in measured media—$6,675,537—was used entirely in network and spot tv, and the company will add three new network shows to its host of sponsorship this fall.

Although Alberto-Culver, a privately-owned company, has not disclosed sales and earnings figures, it reported that volume in 1958 and 1959 doubled each of the previous years. The company's swift rise in the hair grooming field can be seen from its ad expenditure, which soared from less than $100,000 in 1954, when the present owners took over, to $10,000,000 in 1959.

Where AA Got Its Data

The data on "measured media expenditures" in this report on the nation's 100 leading national advertisers comes from various statistical services and associations. These include the Bureau of Advertising, Publishers Information Bureau, American Newspaper Publishers Assn., Farm Publication Reports, Outdoor Advertising Inc., Radio Advertising Bureau and Associated Business Publications. All estimated expenditures are ADVERTISING AGE estimates.

■ Leonard H. Lavin, president of the corporation, purchased Halgar Inc., Chicago, in 1954, and the following year bought Alberto-Culver Co., which manufactured cosmetics in Los Angeles. Using the Halgar facilities as the Alberto-Culver plant, the company made and distributed only one consumer product, VO-5, until mid-1956, when it purchased Rinse Away, a dandruff control preparation.

Last year's ad expenditure was devoted entirely to VO-5, Rinse Away and Command men's hair dressing. Tresemme, a hair coloring agent, made its national distribution debut this spring after an eight-month test in Miami.

VO-5 ranks as the nation's No. 1 women's hairdressing choice, with a reported 40% share of market, well ahead of the No. 2 choice, Suave by Helene Curtis.

The company intends to introduce several new products during 1960-61, and is expected to test-market at least one this fall.

■ In May of this year, the company opened a new plant in Melrose Park, Ill., a suburb of Chicago, and moved its Chicago facilities there. Plans reportedly are under way to double the size of the 100,000 sq. ft. building, which cost an estimated $1,000,000.

Beside U. S. distribution, Alberto-Culver sells to consumers in about 40 foreign countries in Latin and South America and Canada. A new plant has been completed in Oshawa, Ont., Canada, and a branch plant is operated in Monterrey, Mexico.

This fall's lineup of network shows to be sponsored and co-sponsored by the company include "Dante" (NBC), "Barbara Stanwyck Theater" (NBC), "Jack Paar Show" (NBC), "The Price Is Right" (NBC), "Concentration" (NBC), "Truth or Consequences" (NBC), "Queen for a Day" (NBC), "It Could Be You" (NBC), "Love That Bob" (ABC), "American Bandstand" (ABC), "Young Doctor Malone" (NBC), "Black Saddle" (ABC), "Bourbon Street Beat" (ABC) and "Johnny Staccato" (ABC).

Beginning Sept. 1, Compton Advertising, Chicago, will take over the account from Wade Advertising, Chicago. It is the first agency switch the company has made since 1954, when the present owners took over. Wade watched Alberto-Culver's billings grow from about $75,000 in 1954 to more than $10,000,000.

ADVERTISING EXPENDITURES

	1959	1958
Network Television	$ 5,140,407	$ 1,434,882
Spot Television	1,535,130	1,247,830
Total Measured	6,675,537	2,682,712
Estimated Unmeasured	3,324,463	5,317,288
Estimated Total Expenditure	10,000,000	8,000,000

MARKETING PERSONNEL

Sales

Leonard H. Lavin, president and director of marketing
R. L. Haag, national sales manager
W. J. Mealey, sales manager, beauty division
Jack Barry, director of research
Jose Rosales, manager, export sales
Stanley Weiler, brand manager

Advertising

Charles A. Pratt, advertising director
Marjorie Smith, assistant advertising manager
Ernie Shapiro, art director

ADVERTISING AGENCY

Compton Advertising, Chicago—all products (starting Sept. 1)—Frank Snell, management supervisor; Peter Burns, account supervisor.

CONCENTRATED
VO5
NEVER OILY...NEVER GREASY

STARTS TODAY—*This young miss will be seen demonstrating Alberto-Culver Co.'s VO-5 hair dressing in a tv commercial starting Aug. 29, on NBC's "Bourbon St. Beat" and on daytime "It Could Be You." VO-5 is biggest-selling women's hair dressing.*

Aluminum Co. of America

	1959	1958
Sales	$864,967,722	$758,143,787
Earnings	55,570,854	42,885,230
Advertising	12,000,000	11,000,000

Aluminum Co. of America, Pittsburgh, the 70th largest national advertiser, increased its expenditure 9% to $12,000,000 in 1959. The money went for advertising, sales promotion, literature, exhibits and motion pictures.

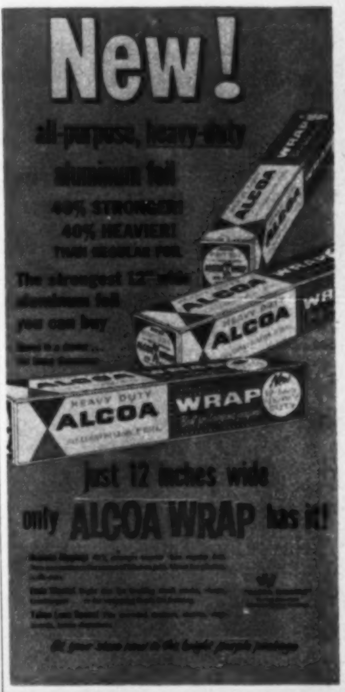
Gross revenues rose 14% to $864,967,722, as net income soared 30% to $55,570,854 in 1959. Alcoa produced 627,000 tons of primary aluminum, compared with 520,000 tons in 1958.

■ The increase in the company's sales and earnings for 1959 reflected the general expansion of the nation's economy and a renewal of the upward trend in consumption of aluminum. Despite wide fluctuations related to the mid-year threat of a strike and anticipation of the year-end price increase, industry shipments of aluminum products showed an increase of 20% over 1956, the previous record year.

As the demand outlook for aluminum improved, Alcoa resumed construction of its Warrick smelter in Indiana, which was deferred during the 1957-58 recession period. The first of five projected potlines, with an annual rated capacity of 35,000 tons, was scheduled to begin production in June, 1960.

■ During 1959, Alcoa continued to emphasize the development of new uses for aluminum, particularly in areas where the potential for large volume exists.

The building and construction field, for example, currently the No. 1 aluminum market, saw the introduction of Alcoa building sheet. Developed to replace with a single standard alloy the wide variety of sheet alloys formerly used, the new product made possible longer production runs and


New!
all-purpose, heavy-duty aluminum foil
40% STRONGER!
40% HEAVIER!
THAN REGULAR FOIL
The strongest 12" wide aluminum foil you can buy
HEAVY DUTY ALCOA ALUMINUM FOIL
WRAP
just 12 inches wide
only ALCOA WRAP has it!

STRONGER—*Big consumer product of Aluminum Co. of America is Alcoa Wrap, which came out in a new "heavy duty" version in 1959, designed to resist puncturing or tearing and backed by newspaper ads like this one, plus tv and magazines.*

Total Ad Expenditures of 100 Leaders, Ranked by Dollars Spent

Covering 1959 and 1958 Expenditures in Both Measured and Unmeasured Media

Copyright, 1960, by Advertising Age. Quotation or reproduction in whole or in part without written permission is expressly prohibited.

Rank	Advertiser	Estimated Total Expenditures 1959	Estimated Total Expenditures 1958	% of Sales 1959
1	General Motors Corp.	155,000,000	137,500,000	1.4
2	Procter & Gamble Co.	123,000,000	115,900,000	8.5
3	General Foods Corp.	103,000,000	90,000,000	9.5
4	Ford Motor Co.	92,200,000	87,900,000	1.7
5	Lever Bros. Co.	91,000,000	88,000,000	22.2
6	General Electric Co.	77,000,000	66,101,920	1.8
7	Colgate-Palmolive Co.	70,000,000	68,000,000	24.5
8	American Home Products	65,000,000	55,000,000	15.4
9	Chrysler Corp.	60,864,200	58,754,000	2.3
10	R. J. Reynolds Tobacco Co.	49,000,000	44,000,000	3.8
11	American Tobacco Co.	40,000,000	42,000,000	3.4
12	National Dairy Products Corp.	39,000,000	38,500,000	2.6
13	Westinghouse Electric Corp.	39,000,000	37,000,000	2.0
14	Bristol-Myers Co.	38,000,000	31,000,000	29.0
15	Distillers Corp.—Seagrams Ltd.	37,000,000	34,000,000	5.1
16	General Mills	35,500,000	33,206,000	7.0
17	E. I. du Pont de Nemours & Co.	33,178,000	30,009,000	1.6
18	Eastman Kodak Co.	33,000,000	30,000,000	3.6
19	Liggett & Myers Tobacco Co.	32,000,000	27,000,000	5.8
20	P. Lorillard Co.	32,000,000	28,000,000	6.5
21	Warner-Lambert Pharmaceutical Co.	32,000,000	28,670,000	16.8
22	Radio Corp. of America	31,800,000	30,605,000	2.3
23	Gillette Co.	29,500,000	29,500,000	14.1
24	Kellogg Co.	29,500,000	24,000,000	12.2
25	Brown & Williamson Tobacco Corp.	28,000,000	24,700,000	6.2
26	American Telephone & Telegraph Co.	27,500,000	24,000,000	0.4
26	Sterling Drug Inc.	27,500,000	25,000,000	13.0
28	Borden Co.	27,000,000	22,500,000	2.9
29	Philip Morris Inc.	26,000,000	23,000,000	5.6
30	Schenley Industries Inc.	25,845,900	29,823,300	5.6
31	Standard Brands Inc.	25,500,000	24,140,291	4.9
32	Campbell Soup Co.	25,000,000	22,000,000	5.0
33	Goodyear Tire & Rubber Co.	23,688,000	21,872,000	1.5
34	Pillsbury Co.	23,500,000	18,500,000	6.3
35	Standard Oil Co. (New Jersey),	23,236,000	22,998,300	0.3
36	Anheuser-Busch Inc.	22,500,000	16,000,000	5.9
36	Coca-Cola Co.	22,500,000	21,500,000	6.6
38	Sperry Rand Corp.	22,300,000	19,770,000	2.0
39	Corn Products Inc.	22,000,000	22,000,000	4.6
39	National Biscuit Co.	22,000,000	21,013,565	5.1
39	Revlon Inc.	22,000,000	19,000,000	17.6
42	Miles Laboratories Inc.	21,500,000	17,500,000	29.8
43	American Motors Corp.	20,600,000	11,200,000	2.4
44	Standard Oil Co. (Indiana)	20,500,000	19,000,000	1.0
45	American Cyanamid Co.	19,543,000	17,500,000	3.3
46	Texaco Inc.	18,500,000	18,186,095	0.7
47	National Distillers & Chemical Corp.	18,449,000	16,270,000	3.2
48	Firestone Tire & Rubber Co.	18,000,000	14,733,000	1.5
49	Continental Baking Co.	17,114,695	15,469,687	4.4
50	Quaker Oats Co.	16,500,000	17,300,000	5.1
51	Armour & Co.	16,200,000	16,200,000	0.9
52	Union Carbide Corp.	16,000,000	15,270,000	1.0
53	S. C. Johnson & Son	15,900,000	14,300,000	16.7
54	Hiram Walker-Gooderham & Worts	15,500,000	15,500,000	3.8
54	Stanley Warner Corp.	15,500,000	14,500,000	12.5
54	Jos. Schlitz Brewing Co.	15,500,000	13,350,000	6.2
57	Shell Oil Co.	15,270,000	16,241,130	0.8
58	Pepsi-Cola Co.	15,010,000	13,723,000	9.5
59	Carter Products Inc.	15,000,000	13,000,000	25,5
59	Johnson & Johnson	15,000,000	13,000,000	4.9
59	Swift & Co.	15,000,000	15,000,000	0.6
62	Ralston Purina Co.	14,500,000	10,000,000	2.8
63	U. S. Steel Corp.	14,069,800	11,811,000	0.4
64	Nestle Co.	14,000,000	13,500,000	9.0
65	B. F. Goodrich Co.	13,500,000	11,500,000	1.7
66	Beech-Nut Life Savers Inc.	13,050,000	9,800,000	11.3
67	Studebaker-Packard Corp.	12,690,000	5,300,000	3.3
68	Carnation Co.	12,400,000	12,400,000	3.1
69	Mobil Oil Co.	12,010,000	11,746,000	0.3
70	Aluminum Co. of America	12,000,000	11,000,000	1.4
70	Vick Chemical Co.	12,000,000	10,000,000	10.4
70	J. B. Williams Co.	12,000,000	13,050,000	48.0
73	Falstaff Brewing Corp.	10,700,000	10,700,000	6.9
73	Scott Paper Co.	10,700,000	8,800,000	3.6
75	H. J. Heinz Co.	10,275,000	9,500,000	6.2
76	Gulf Oil Co.	10,170,000	12,150,000	0.3
77	Alberto-Culver Co.	10,000,000	8,000,000	41.7
77	Chesebrough-Pond's Inc.	10,000,000	10,000,000	15.0
77	Helene Curtis Industries	10,000,000	9,000,000	20.8
77	Wm. Wrigley Jr. Co.	10,000,000	9,000,000	11.0
77	Lestoil Products Inc.	10,000,000	8,331,470	42.0
82	Carling Brewing Co.	9,340,000	7,177,840	7.0
83	Kimberly-Clark Corp.	9,000,000	9,800,000	2.2
84	Seven-Up Co.	8,657,070	7,848,050	78.7
85	Pabst Brewing Co.	8,500,000	9,000,000	5.8
86	Prudential Insurance Co.	8,350,000	9,712,762	**
87	Armstrong Cork Co.	8,200,000	8,000,000	2.8
88	American Chicle Co.	7,500,000	6,750,000	11.0
88	Theo. Hamm Brewing Co.	7,500,000	6,500,000	5.6
90	Bayuk Cigars	7,100,000	4,600,000	13.6
91	Plough Inc.	7,000,000	6,350,000	20.6
91	Trans World Airlines	7,000,000	5,000,000	1.8
93	J. A. Folger & Co.	6,600,000	4,325,968	6.0
94	Drug Research Corp.	6,500,000	3,300,000	50.0
95	American Airlines Inc.	6,250,000	6,500,000	1.7
96	Wesson Oil & Snowdrift Co.	6,200,000	6,000,000	3.9
97	Eastern Air Lines Inc.	6,106,200	4,797,400	2.0
98	Florida Citrus Commission	5,208,000	4,906,000	†
99	Sinclair Oil Corp.	4,900,000	5,661,200	0.4
100	Texize Chemicals Co.	4,000,000	3,100,000	24.3

**Less than 0.1%. †Non-profit organization.

---

a price more competitive with other materials.

In the fast-growing residential construction field, National Homes Corp.'s Viking line of manufactured aluminum houses, developed in cooperation with Alcoa, made record sales progress. Alcoa reported that the Viking models, which utilize from 1,500 to 3,000 lbs. of aluminum, accounted for 50% of the 40,000 National Homes' units sold in the U.S. in 1959. During the year Alcoa pushed expansion of two other mass market applications of aluminum—aluminum cans and aluminum automobile engines. The company expects 1960 to be a year of important growth in both areas.

■ One of the company's marketing highlights of the year was introduction of a new "superstrength" Alcoa Wrap, the company's leading consumer product.

Adoption of a stronger alloy for Alcoa Wrap was aimed at meeting the demand for an aluminum household foil with increased ability to resist puncturing and to withstand repeated wrapping and folding. Marketing of the new Alcoa Wrap was supported by television, radio, newspaper, magazine and point-of-sale advertising.

Another consumer program designed to promote products of manufacturers who use Alcoa aluminum was the Market Maker promotion. The program supported the retail sale of sporting goods, boats, cooking utensils, furniture, hardware and Christmas gifts. The promotion included both Alcoa tv shows—"Alcoa Theater" on NBC and "Alcoa Presents" on ABC. Network and spot radio and spot tv were also used extensively.

■ In 1959, Alcoa completed the fourth year of its corporate advertising and promotional program geared to the theme "Forecast—There's a world of aluminum in the wonderful world of tomorrow." The idea behind "Forecast" is to stimulate artists and designers in all fields to work with aluminum. As part of the program, Alcoa has commissioned leading designers to create fresh, new applications for the light metal.

Such promotional effort during 1959 helped Alcoa stay on top of the aluminum market, which it has dominated in this country for years in the face of increasing competition. Alcoa's share of smelting capacity at the end of 1959 was 34.2%. Reynolds was second with 27.1%, Kaiser third with 26.1%, Ormet Inc. fourth at 7.7%, Anaconda fifth with 2.6% and Harvey sixth with 2.3%.

The company pioneered the aluminum industry in 1888 when it introduced a new process for making aluminum cheaper and was forced shortly after to enter the consumer field since few manufacturers showed an interest in using the metal.

The company has remained in the business of making the end product to some extent since then, although it is chiefly a primary aluminum producer.

Some of Alcoa's best known end products reach consumers through the wholly-owned subsidiary, Wear-Ever Aluminum Inc., New Kensington, Pa., which makes Wear-Ever aluminum cooking utensils, Kensington giftware, Cutco cutlery, Westmorland sterling and Alcoa Wrap.

■ The company shares ownership of Ekco-Alcoa Containers Corp. with Ekco Products Co. The companies formed the joint venture in 1955 to serve baking, frozen foods, dairy and other industries.

In 1959 Alcoa acquired two new manufacturing subsidiaries—Cupples Products Corp. and Rea Magnet Wire Co.

Over-all advertising expenditure figures below include those of both the parent company and Wear-Ever Aluminum Inc.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,211,128	$ 980,553
Magazines	1,799,160	1,748,805
Farm Publications	45,083	67,391
Business Publications	1,000,000	1,100,000
Network Television	3,912,921	1,531,362
Spot Television	625,730	345,910
Outdoor	——	49,595
Total Measured	8,594,022	5,823,616
Total Unmeasured	3,405,978	5,176,384
Total Expenditure	12,000,000	11,000,000

PARENT COMPANY

MARKETING PERSONNEL

Sales

R. B. McKee, vp in charge of sales
F. J. Close, vp, general sales manager
L. P. Favorite, vp in charge of product sales and commercial research

Advertising

Arthur P. Hall, vp in charge of public relations and advertising
Torrence M. Hunt, general manager, advertising and promotion
Jay M. Sharp, manager of general advertising

ADVERTISING AGENCIES

Fuller & Smith & Ross, Pittsburgh and New York—"Alcoa Theater" & "Alcoa Presents" tv shows, customer support promotion and special events, Alcoa label promotion, export program, 34 industrial advertising programs—John J. Poister, account executive group head.

Ketchum, MacLeod & Grove, Pittsburgh—Alcoa Wrap, household and industrial packaging materials, seven industrial advertising programs, corporate advertising—Ed Parrack, Donald Ratchford, group heads.

WEAR-EVER ALUMINUM INC.

New Kensington, Pa.

MARKETING PERSONNEL

B. E. Hiles, vp, sales
M. G. Armentrout, vp, marketing
W. P. Benghauser, general merchandising manager

ADVERTISING AGENCIES

Fuller & Smith & Ross, Pittsburgh—cooking utensils; Ketchum, MacLeod & Grove, Pittsburgh—Alcoa Wrap, Kensington ware, Westmorland sterling.

ALCOA STEAMSHIP CO.

New York

MARKETING PERSONNEL

Paul E. Knapp—Public relations and advertising manager

ADVERTISING AGENCY

Fuller & Smith & Ross, New York.

ROME CABLE CORP.

Rome, N. Y.

MARKETING PERSONNEL

Robert A. Lewis, advertising manager

ADVERTISING AGENCY

Rumrill Co., Rochester, N. Y.

CUPPLES PRODUCTS CORP.

REA MAGNET WIRE CO.

American Airlines Inc.

	1959	1958
Sales	$377,702,000	$317,240,000
Earnings	21,013,000	16,080,000
Advertising	6,250,000	6,500,000

American Airlines Inc., New York, the nation's 95th largest advertiser, decreased its advertising slightly in 1959 to $6,250,000.

The 1958 expenditure, a record high for the company, reflected the large-scale campaign used to introduce coast-to-coast jet service. This campaign continued into 1959 but the magazine schedule was trimmed sharply. American's expenditures in magazines dropped from $1,476,000 in 1958 to $543,000 in 1959.

CHICAGO EVERY HOUR ON THE HOUR!
QUICK AS YOU CAN SAY AMERICAN
9 AM to 9 PM!
CALL AMERICAN AIRLINES

YOUR HOSTESS—*American Airlines, which returned to heavy use of newspapers last year, has made increasing use of its stewardesses in advertising. Here stewardess Sue Baker makes the presentation for American's "every hour on the hour" New York-to-Chicago service.*

In terms of revenues from passengers, American is the nation's leading air carrier. It also leads the industry in both passenger and cargo volume. In 1959, it transported 8,154,000 passengers, an increase of 4.4% over 1958 traffic. It flew 5.73 billion revenue passenger miles, a gain of 14.3% over 1958. Its cargo volume was up 9.7%.

■ Sales and profits in 1959 were the highest in the airline's history but the company is running behind this year. For the first half of 1960, American posted a net of $2,621,000, down sharply from the $3,291,000 earned in the 1959 first half, although sales zoomed from $166,905,000 to $205,847,000.

American's load factor (proportion of seats sold) zoomed in 1959 from 65.6% to 70.2%, thanks in great part to the competitive edge the airline had in jet-powered equipment. Competitors have since added similar equipment and American does not expect to maintain its load factor at this high level.

▪ American's advertising sported a new look last year, as the account switched on June 1 from Lennen & Newell to Young & Rubicam. Among the changes were greater use of photography and ads designed to build public confidence in jet travel.

There was also a marked shift to newspapers, which now take more than half of the company's ad budget. American's No. 2 medium is radio, where the company reported spending $1,500,000.

▪ American revamped its sales organization in 1959 following the resignation of Charles A. Rheinstrom as exec vp. Mr. Rheinstrom, who returned to American in 1958, left to rejoin J. Walter Thompson Co.

G. Marion Sadler, formerly vp-customer service, was promoted to vp and general manager, and R. L. Fitzpatrick, formerly regional vp in Dallas, was named to a new post, vp-sales service.

John E. Brady, who came in with Mr. Rheinstrom as advertising director, left the company. C. R. Speers is now vp in charge of advertising. Henry O'Neil is director of advertising. Both have had long service with the airline.

American also abolished its eight regional offices, explaining that jets have made all principal cities on its routes reachable in little more than six hours. Local bureaus now report directly to New York headquarters.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 3,302,000	$ 2,964,000
Magazines	543,000	1,476,000
Business Publications	102,000	115,000
Spot Radio	1,311,000	1,000,000
Spot Television	102,000	——
Outdoor	169,000	70,000
Total Measured	5,529,000	5,625,000
Total Unmeasured	721,000	875,000
Estimated Total Expenditure	6,250,000	6,500,000

MARKETING PERSONNEL

Sales

G. Marion Sadler, vp and general manager
R. L. Fitzpatrick, vp-sales service
E. C. Taylor, vp-cargo, sales & service
C. H. Startup, vp-passenger sales & services
H. D. Reynolds, asst. vp, traffic & sales administration

Advertising

C. R. Speers, vp-advertising
Henry O'Neil, director
Roger Pappin, manager of air freight and advertising
H. M. Howlett, director of sales promotion
J. N. Comiskey, manager, advertising administration

Market Research

R. A. Peattie, director of marketing research and development

ADVERTISING AGENCY

Young & Rubicam, New York—Earle Angstadt, account supervisor; John T. Hancock, Robert Stewart and Roger Steckler, contact men.

Total Ad Expenditures of 100 Leaders, Listed Alphabetically

Covering 1959 and 1958 Expenditures in Both Measured and Unmeasured Media

Copyright, 1960 by Advertising Age. Quotation or reproduction in whole or in part without written permission is expressly prohibited.

		Estimated Total Expenditures		% of Sales
Rank	Advertiser	1959	1958	1959
77	Alberto-Culver Co.	10,000,000	8,000,000	41.7
70	Aluminum Co. of America	12,000,000	11,000,000	1.4
95	American Airlines Inc.	6,250,000	6,500,000	1.7
88	American Chicle Co.	7,500,000	6,750,000	11.0
45	American Cyanamid Co.	19,543,000	17,500,000	3.3
8	American Home Products	65,000,000	55,000,000	15.4
43	American Motors Corp.	20,600,000	11,200,000	2.4
26	American Telephone & Telegraph Co.	27,500,000	24,000,000	0.4
11	American Tobacco Co.	40,000,000	42,000,000	3.4
36	Anheuser-Busch Inc.	22,500,000	16,000,000	5.9
51	Armour & Co.	16,200,000	16,200,000	0.9
87	Armstrong Cork Co.	8,200,000	8,000,000	2.8
90	Bayuk Cigars	7,100,000	4,600,000	13.6
66	Beech-Nut Life Savers Inc.	13,050,000	9,800,000	11.3
28	Borden Co.	27,000,000	22,500,000	2.9
14	Bristol-Myers Co.	38,000,000	31,000,000	29.0
25	Brown & Williamson Tobacco Corp.	28,000,000	24,700,000	6.2
32	Campbell Soup Co.	25,000,000	22,000,000	5.0
82	Carling Brewing Co.	9,340,000	7,177,840	7.0
68	Carnation Co.	12,400,000	12,400,000	3.1
59	Carter Products Inc.	15,000,000	13,000,000	25,5
77	Chesebrough-Pond's Inc.	10,000,000	10,000,000	15.0
9	Chrysler Corp.	60,864,200	58,754,000	2.3
36	Coca-Cola Co.	22,500,000	21,500,000	6.6
7	Colgate-Palmolive Co.	70,000,000	68,000,000	24.5
49	Continental Baking Co.	17,114,695	15,489,887	4.4
39	Corn Products Inc.	22,000,000	22,000,000	4.6
77	Helene Curtis Industries	10,000,000	9,000,000	20.8
15	Distillers Corp.—Seagrams Ltd.	37,000,000	34,000,000	5.1
17	E. I. du Pont de Nemours & Co.	33,178,000	30,009,000	1.6
94	Drug Research Corp.	6,500,000	3,300,000	50.0
97	Eastern Air Lines Inc.	6,106,200	4,797,400	2.0
18	Eastman Kodak Co.	33,000,000	30,000,000	3.6
73	Falstaff Brewing Corp.	10,700,000	10,700,000	6.9
48	Firestone Tire & Rubber Co.	18,000,000	14,733,000	1.5
98	Florida Citrus Commission	5,208,000	4,906,000	†
93	J. A. Folger & Co.	6,600,000	4,325,968	6.0
4	Ford Motor Co.	92,200,000	87,900,000	1.7
6	General Electric Co.	77,000,000	66,101,920	1.8
3	General Foods Corp.	103,000,000	90,000,000	9.5
16	General Mills	35,500,000	33,206,000	7.0
1	General Motors Corp.	155,000,000	137,500,000	1.4
23	Gillette Co.	29,500,000	29,500,000	14.1
65	B. F. Goodrich Co.	13,500,000	11,500,000	1.7
33	Goodyear Tire & Rubber Co.	23,688,000	21,872,000	1.5
76	Gulf Oil Co.	10,170,000	12,150,000	0.3
88	Theo. Hamm Brewing Co.	7,500,000	6,500,000	5.6
75	H. J. Heinz Co.	10,275,000	9,500,000	6.2
59	Johnson & Johnson	15,000,000	13,000,000	4.9
53	S. C. Johnson & Son	15,900,000	14,300,000	16.7

		Estimated Total Expenditures		% of Sales
Rank	Advertiser	1959	1958	1959
24	Kellogg Co.	29,500,000	24,000,000	12.2
83	Kimberly-Clark Corp.	9,000,000	9,800,000	2.2
77	Lestoil Products Inc.	10,000,000	8,331,470	42.0
5	Lever Bros. Co.	91,000,000	88,000,000	22.2
19	Liggett & Myers Tobacco Co.	32,000,000	27,000,000	5.8
20	P. Lorillard Co.	32,000,000	28,000,000	6.5
42	Miles Laboratories Inc.	21,500,000	17,500,000	29.8
69	Mobil Oil Co.	12,010,000	11,746,000	0.3
39	National Biscuit Co.	22,000,000	21,013,565	5.1
12	National Dairy Products Corp.	39,000,000	38,500,000	2.6
47	National Distillers & Chemical Corp.	18,449,000	16,270,000	3.2
64	Nestle Co.	14,000,000	13,500,000	9.0
29	Philip Morris Inc.	26,000,000	23,000,000	5.6
85	Pabst Brewing Co.	8,500,000	9,000,000	5.8
58	Pepsi-Cola Co.	15,010,000	13,723,000	9.5
34	Pillsbury Co.	23,500,000	18,500,000	6.3
91	Plough Inc.	7,000,000	6,350,000	20.6
2	Procter & Gamble Co.	123,000,000	115,900,000	8.5
86	Prudential Insurance Co.	8,350,000	9,712,762	**
50	Quaker Oats Co.	16,500,000	17,300,000	5.1
22	Radio Corp. of America	31,800,000	30,605,000	2.3
62	Ralston Purina Co.	14,500,000	10,000,000	2.8
39	Revlon Inc.	22,000,000	19,000,000	17.6
10	R. J. Reynolds Tobacco Co.	49,000,000	44,000,000	3.8
30	Schenley Industries Inc.	25,845,900	29,823,300	5.6
54	Jos. Schlitz Brewing Co.	15,500,000	13,350,000	6.2
73	Scott Paper Co.	10,700,000	8,800,000	3.6
84	Seven-Up Co.	8,657,070	7,848,050	78.7
57	Shell Oil Co.	15,270,000	16,241,130	0.8
99	Sinclair Oil Corp.	4,900,000	5,661,200	0.4
38	Sperry Rand Corp.	22,300,000	19,770,000	2.0
31	Standard Brands Inc.	25,500,000	24,140,291	4.9
44	Standard Oil Co. (Indiana)	20,500,000	19,000,000	1.0
35	Standard Oil Co. (New Jersey)	23,236,000	22,998,300	0.3
26	Sterling Drug Inc.	27,500,000	25,000,000	13.0
67	Studebaker-Packard Corp.	12,690,000	5,300,000	3.3
59	Swift & Co.	15,000,000	15,000,000	0.6
46	Texaco Inc.	18,500,000	18,186,095	0.7
100	Texize Chemicals Co.	4,000,000	3,100,000	24.3
91	Trans World Airlines	7,000,000	5,000,000	1.8
52	Union Carbide Corp.	16,000,000	15,270,000	1.0
63	U. S. Steel Corp.	14,069,800	11,811,000	0.4
70	Vick Chemical Co.	12,000,000	10,000,000	10.4
54	Stanley Warner Corp.	15,500,000	14,500,000	12.5
54	Hiram Walker-Gooderham & Worts	15,500,000	15,500,000	3.8
21	Warner-Lambert Pharmaceutical Co.	32,000,000	28,670,000	16.8
96	Wesson Oil & Snowdrift Co.	6,200,000	6,000,000	3.9
13	Westinghouse Electric Corp.	39,000,000	37,000,000	2.0
70	J. B. Williams Co.	12,000,000	13,050,000	48.0
77	Wm. Wrigley Jr. Co.	10,000,000	9,000,000	11.0

**Less than 0.1%. †Non-profit organization.

American Chicle Co.

	1959	1958
Sales	$68,710,366	$64,340,718
Earnings	9,198,703	8,429,943
Advertising	7,500,000*	6,750,000*

*Estimated by AA

American Chicle Co., Long Island City, N. Y., the nation's 88th largest advertiser, is estimated to have increased its expenditure 11.1% to about $7,500,000 in 1959.

The company, second largest gum maker in the nation, chalked up sales and earnings increases last year. Net earnings, including subsidiaries not consolidated, rose 8% to $9,198,703 on sales of $68,710,366. For the consolidated companies alone, net earnings increased to $8,988,250 from $7,921,445 in 1958.

▪ American Chicle's rate of sales growth in the past five years has been double that of the chewing gum industry (the industry's was 3.4% a year). This has been due in no small part to new "specialty" products such as Clorets chlorophyll gum, introduced in 1952, and Rolaids, a proprietary product for stomach distress launched in 1955.

Earnings growth has been even larger, since the mark-up on these two items is greater than for standard chewing gum. The company's major standard gums include Chiclets, Dentyne, Beeman's and Black Jack.

American Chicle is one of three companies sharing 85% or 90% of the chewing gum market. Exact figures are hard to come by, but first place Wrigley is believed to have 45% of the market. An authoritative source told AA that if that figure is accurate, American Chicle has about 25% and third place Beech-Nut 20%.

▪ American Chicle raised the price of its 20-package carton of gum from 55¢ to 60¢ to wholesalers last May, following a similar boost by Wrigley. The companies had a 60¢ price tag on their cartons during World War II but dropped back to 55¢ when the war was ended. American Chicle did not expect the 5¢ price of a package of gum to be increased to the consumer, as retailers have been enjoying a margin of about 40% on the product. Beech-Nut Life Savers and Clark Bros. Chewing Gum Co. established similar increases to wholesalers in 1960.

American Chicle said it had been able to maintain the same price of chewing gum until the recent increase because of manufacturing efficiencies. In January, 1960, the company employed 3,259 persons, compared with 3,329 the year before.

▪ The gum maker again in 1959 invested practically all of its advertising money in television. ABC got all of the network dollars for participations in "77 Sunset Strip," "Cheyenne," "Hawaiian Eye," "Sugarfoot" and its alternating show, "Bronco." Of the $3,331,580 network expenditure, Rolaids got the heaviest share—$1,208,871—followed by Dentyne with $1,152,961; Clorets gum and mints, $752,690, and Chiclets, $217,058.

In spot tv, American Chicle was the 48th heaviest spender, with a total expenditure of $2,496,540. Dentyne got the biggest push, $1,010,720, followed by Rolaids with $691,760; Clorets, $419,890; Certs, $178,750; Chiclets, $133,070, and Beeman's, $62,350, according to a brand breakdown made by the Television Bureau of Advertising.

Dentyne
SPEARMINT

NEW FLAVOR—*Tv commercials for American Chicle's new spearmint-flavored Dentyne promoted the gum as the "second step in fighting tooth decay," after the first step of brushing teeth regularly. Company put more than $2,000,000 in tv advertising for Dentyne alone in 1959.*

Other products made by the company, but not included in its advertising effort, are Wild Cherry gum, Clove gum, Grape gum, Sen-Sen, and Coughlets mentholated cough gum.

▪ Spearmint-flavored Dentyne was put into national distribution in 1959, following a test in three Virginia cities the latter part of 1958. Tv ads for the new flavor in the leaf green pack point up the gum as the "second step in fighting tooth decay," after brushing teeth regularly. American Chicle, which has continually used a hard-hitting approach in its advertising, claims that Dentyne removes up to 90% of all bacterial products in the mouth and reduces after-meal mouth acid.

American Chicle sells its products in more than 100 countries outside of the U.S., maintains factories in 11 of them and its own sales force in seven. Foreign sales account for 25% of company volume. In addition to heavy use of tv in the U.S., the gum maker uses primarily video in Mexico and Venezuela. In most other areas, radio and print are used. Extensive consumer sampling is used in Africa and other under-developed areas to acquaint them with American Chicle products.

The company expects to spend $5,400,000 in capital additions in 1960. Of this total, $3,000,000 is appropriated for the completion of new manufacturing plants in Toronto, Canada, and Lima, Peru, to be in operation this summer.

ADVERTISING EXPENDITURES

	1959	1958
Network Television	$3,331,580	$2,969,625
Spot Television	2,496,540	2,353,040
Total Measured	5,828,120	5,324,665
Total Unmeasured	1,671,880	1,425,335
Estimated Total Expenditure	7,500,000	6,750,000

MARKETING PERSONNEL

Sales

T. H. Smith, exec vp, merchandising
R. B. Kyle, vp
L. H. Smiley, sales manager
A. J. Babiak, assistant sales manager
J. L. Trevor, products development manager
T. S. Williams, brand manager
F. J. Hartmann, brand manager
R. Soule, brand manager

Advertising

R. L. Harris, advertising manager

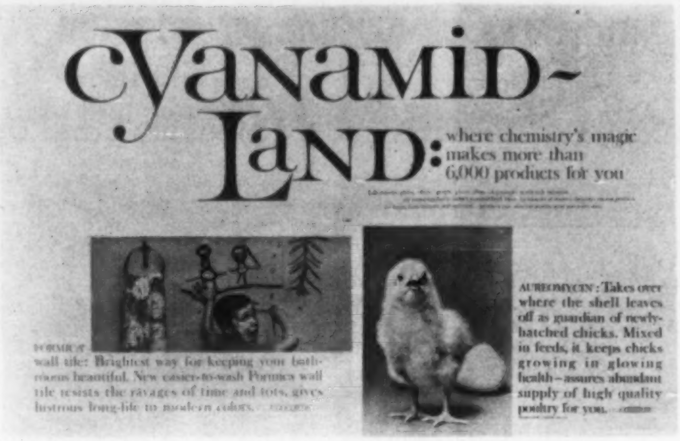
ADVERTISING AGENCIES

Dancer-Fitzgerald-Sample, New York—Coughlets cough gum, Dentyne and other Adams brand gums, R. R. Etienne, account supervisor.

Ted Bates & Co., New York—Chiclets, Certs, Beemans, Clove chewing gum, Clorets mints and gum, and Rolaids—J. R. MacLennan, account supervisor; Rolaids, J. Van Deusen, account executive; Clorets, Certs, W. Woodbridge, account executive; Chiclets, Beeman's, Clove, C. A. Higgins, account executive.

American Cyanamid Co.

	1959	1958
Sales	$583,574,000	$525,075,000
Earnings	52,284,000	43,841,000
Advertising	19,543,000	17,500,000


Cyanamid-Land: where chemistry's magic makes more than 6,000 products for you
FORMICA wall tile: Brightest way for keeping your bathrooms beautiful. New easier-to-wash Formica wall tile resists the ravages of time and tots, gives lustrous long-life to modern colors.
AUREOMYCIN: Takes over where the shell leaves off as guardian of newly-hatched chicks. Mixed in feeds, it keeps chicks growing in glowing health—assures abundant supply of high quality poultry for you.

CYANAMID-LAND—*Full-color Dutch Door spread in The Saturday Evening Post last fall kicked off new institutional campaign for American Cyanamid.*

American Cyanamid Co., New York, the nation's 45th largest advertiser, increased its advertising expenditures by 11.5% in 1959. The company reported an expenditure of $7,850,000 for media space and time, with the remaining $11,700,000 going for direct mail, booklets and bulletins, sales promotion materials, motion pictures, demonstrations and exhibits.

Cyanamid increased its promotional expenditures all along the line last year but the big difference came in greater use of consumer media. The company said it spent $2,557,000 in consumer magazines and newspapers—a gain of nearly $1,000,000 over 1958.

■ Two campaigns, in particular, contributed to these additional expenses. One was an introductory drive for Cyanamid's Creslan acrylic fiber, designed for use in corporate ads launched last fall.

The institutional campaign utilized large-space units in *Business Week, The Saturday Evening Post, U. S. News & World Report* and financial papers. It was intended "to present Cyanamid as a substantial, growing leader in an industry which benefits the public; to identify Cyanamid in the public mind with its well-known product names and trademarks; to portray the highly diversified character of Cyanamid's operations—a good company to do business with, to work for, to invest in, to have as a neighbor."

■ In terms of sales, Cyanamid ranks as the nation's sixth largest chemical company. In terms of profits, it ranks as the fourth largest, earning more than both Allied Chemical and Olin Mathieson, each of which has sales in excess of $700,000,000.

Cyanamid had an exceptionally good year in 1959, with both sales and earnings at the highest level on record. The company does 14% of its sales volume outside the U.S. and Canada.

The upsurge has continued into 1960. Sales in the first half of the year mounted to $305,154,000, compared with $297,497,000 in the comparable 1959 period, and earnings advanced from $27,176,000 to $28,437,000.

■ Cyanamid produces more than 6,000 different chemical products for industry, the medical profession, the farm and the home. These are marketed through 11 operating units.

Very few of these 6,000 products are sold directly to the consumer and Cyanamid is therefore a major user of media reaching special groups. For 1959, it reported an expenditure of $3,000,000 in business publications and another $1,700,000 in farm papers.

The two big advertising units at Cyanamid are Lederle Laboratories and the agricultural division.

■ Lederle is one of the nation's leading pharmaceutical producers and accounts for 28% of Cyanamid's total volume. It spent an estimated $5,000,000 in 1959 to promote its drugs to the medical profession.

Declomycin, a broad-spectrum antibiotic with higher blood levels and longer-lasting action, was introduced during the year and the company reported that it "has been well accepted." Lederle already had the top brand position in the antibiotic market with Achromycin V. It also maintained a strong position in the steroid market with Aristocort, but Diamox, the Lederle entry in the diuretic field, slipped badly in 1959.

The agricultural division, which accounts for 16% of Cyanamid's volume, spent an estimated $3,500,000 in 1959 to promote its animal feed supplements, defoliants, fertilizers, food chemicals, fumigants, herbicides, insecticides and veterinary medicines. Among these products, the Aueromycin feed supplements were probably the most heavily promoted.

■ With Creslan backed by a large-scale campaign to build consumer awareness and acceptance of the product, the fibers division became a $1,000,000 advertiser in 1959 for the first time. Creslan got $400,000 of advertising support in magazines and newspapers in just one month—September, 1959.

Formica Corp., another Cyanamid unit, increased its advertising last year as it introduced new designs and methods of application for its decorative laminates to stimulate their use in living and dining rooms and bathrooms.

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$ 190,000	$ 132,000
Magazines	1,315,000	1,039,000
Farm Publications	1,146,000	988,000
Business Publications	2,818,000	2,950,000
Spot Television	100,000	200,000
Total Measured	5,569,000	5,300,000
Total Unmeasured	13,974,000	12,191,000
Estimated Total Expenditure	19,543,000	17,500,000

ADVERTISING EXPENDITURES**

	1959	1958
Consumer Magazines & Newspapers	$2,557,000	$1,646,000
Farm Publications	1,715,000	1,774,000
Radio & Television	422,000	100,000
Business Publications	3,048,000	2,868,000
Catalogs, Annuals & Directories	72,000	74,000
Financial Papers	36,000	24,000
Total	7,850,000	6,486,000

*Measured media expenditures as reported by Bureau of Advertising, PIB, Farm Publication Reports, Associated Business Publications and Television Bureau of Advertising.

**Space and time expenditures reported by American Cyanamid.

AGRICULTURAL DIVISION

MARKETING PERSONNEL

E. H. Smythe, marketing director
F. H. Cappy, advertising manager

ADVERTISING AGENCY

Cunningham & Walsh, New York—animal feed and veterinary products, defoliants, food chemicals, fumigants, fungicides, herbicides, insecticides, nitrogen and phosphate products—Roy Gorski, account executive.

FIBERS DIVISION

MARKETING PERSONNEL

E. G. Walker, sales manager
C. W. Rice Jr., advertising manager

ADVERTISING AGENCY

Ben Sackheim Inc., New York—Creslan acrylic fiber—L. Nemerson, account executive.

FORMICA CORP.

MARKETING PERSONNEL

R. T. MacAllister, vice president, sales
E. A. More, advertising manager

ADVERTISING AGENCY

Perry-Brown Inc., Cincinnati—decorative laminates, Sprague Mulliken, account executive; flakeboard and adhesives, Theodore Brown, account executive; industrial, Sidney Best, account executive.

INDUSTRIAL CHEMICALS DIVISION

MARKETING PERSONNEL

H. E. Nehms, sales manager
C. W. Kohlman, advertising manager

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—paper chemicals, process chemicals, refinery chemicals—Joseph Nash, account executive.

LEDERLE LABORATORIES

MARKETING PERSONNEL

H. W. McNey, director, marketing
A. J. Daly, advertising manager

ADVERTISING AGENCIES

Erwin Wasey, Ruthrauff & Ryan, New York—pharmaceuticals—John Hogan, account supervisor.

Burdick & Becker, New York—Aristocort, Pathibamate and Pathilon products—Mason Harlow, account executive.

ORGANIC CHEMICALS DIVISION

MARKETING PERSONNEL

Hugh Puckett, director of sales
Martin B. Friedman, manager of advertising and promotion dept.

ADVERTISING AGENCIES

Hazard Advertising, New York—intermediates, rubber chemicals, petrochemicals—William Walker, account executive.

James McMahon Inc., New York—explosives and mining chemicals—James McMahon, account executive.

Ben Sackheim Inc.—textile chemicals and dyes—George Pampell, account executive.

PIGMENTS DIVISION

MARKETING PERSONNEL

E. W. Galloway, sales manager
J. D. Ward, advertising manager

ADVERTISING AGENCY

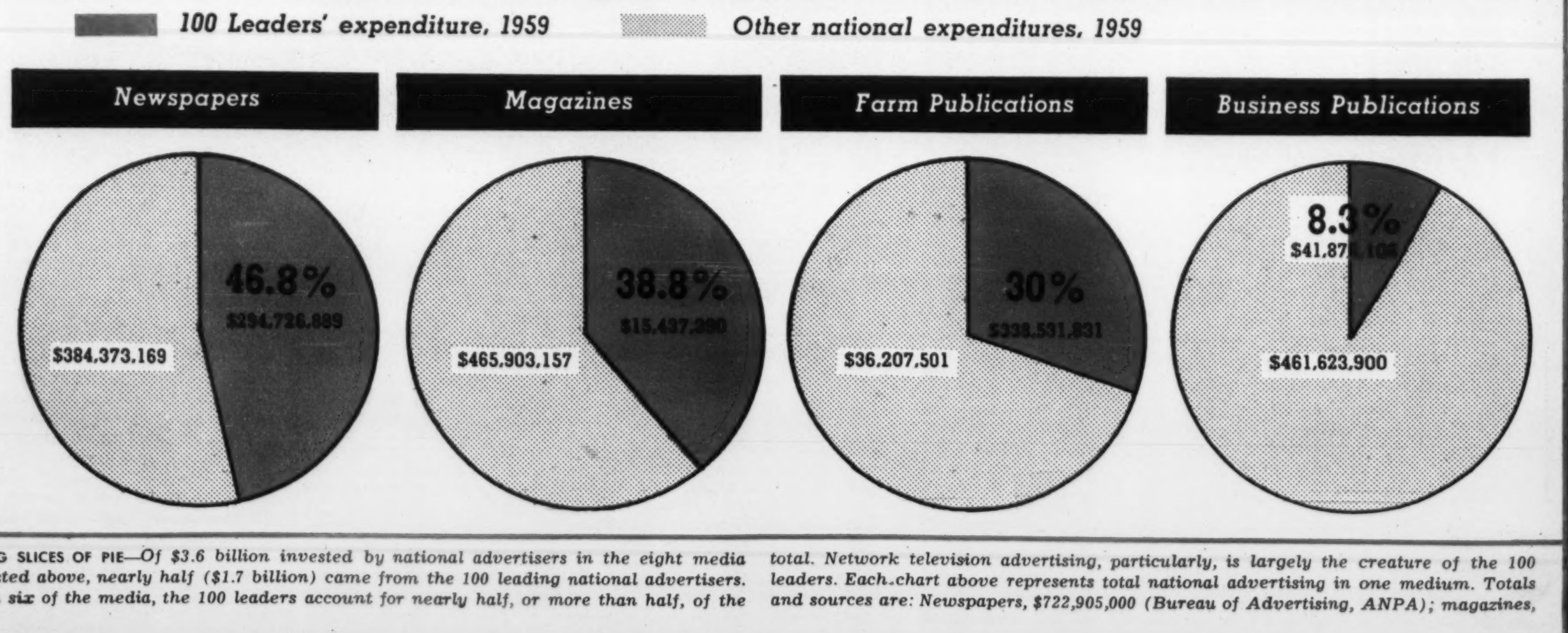
Hazard Advertising, New York—inorganic and organic chemical colors, Unitane (titanium dioxide)—Grover Logan, account executive.

PLASTICS & RESINS DIVISION

MARKETING PERSONNEL

H. C. Milton, sales manager
N. L. Prince, advertising manager

100 Leading National Advertisers Account for



BIG SLICES OF PIE—*Of $3.6 billion invested by national advertisers in the eight media listed above, nearly half ($1.7 billion) came from the 100 leading national advertisers. In six of the media, the 100 leaders account for nearly half, or more than half, of the total. Network television advertising, particularly, is largely the creature of the 100 leaders. Each chart above represents total national advertising in one medium. Totals and sources are: Newspapers, $722,905,000 (Bureau of Advertising, ANPA); magazines,*

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—bonding and coating resins, laminating resins, reinforced plastics, thermoplastic and thermosetting molding compounds—J. Nash, account executive.

SURGICAL PRODUCTS DIVISION

MARKETING PERSONNEL

David P. Housh, sales manager
J. P. Omalyev, advertising manager

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—hypodermic needles and syringes, sutures and surgical specialties—A. Wilson, account executive.

CYANAMID OF CANADA LTD.

MARKETING PERSONNEL

L. P. Moore, president
J. E. Holmested, manager of product advertising

CYANAMID INTERNATIONAL

MARKETING PERSONNEL

R. T. Bogan, executive director
N. G. Tamblyn, sales manager, Cyanamid Inter-American Corporation (Lederle Laboratories)
E. H. Bohle, manager, general chemicals department
H. A. Duran, manager, agricultural department

ADVERTISING AGENCIES

Foreign Advertising & Service Bureau, New York—pharmaceuticals, Joseph Palmer, account executive; general chemicals, Bruce Swigert, account executive; Formica, Horatio A. Mestanza, account executive.

Cunningham & Walsh, New York—Agricultural department—Henry Pendzick, account executive.

James J. McMahon Inc., New York—mining chemicals—James J. McMahon, account executive.

OVER-ALL COMPANY

MARKETING PERSONNEL

Public Relations

W. A. Durbin, director of public relations
T. M. Wennergren, manager of institutional advertising

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—institutional—Grant Worrell, account executive.

Top 25 National Newspaper Advertisers

Rank	Advertiser	Expenditure 1959	Expenditure 1958
1.	General Motors Corp.	$38,622,558	$34,603,336
2.	Ford Motor Co.	19,679,542	20,000,024
*3.	Chrysler Corp.	18,095,839	16,049,691
4.	General Foods Corp.	13,738,272	14,193,039
5.	Distillers Corp.—Seagrams Ltd.	11,373,763	12,099,291
6.	American Tobacco Co.	9,257,883	8,757,784
7.	American Motors Corp.	8,507,433	4,295,899
8.	R. J. Reynolds Tobacco Co.	8,192,351	5,215,711
9.	National Distillers & Chem. Corp.	8,069,376	6,702,284
10.	General Electric Co.	7,591,773	7,004,632
11.	Schenley Industries Inc.	7,549,830	8,896,019
12.	Colgate-Palmolive Co.	7,300,542	8,276,947
13.	General Mills Inc.	7,064,547	5,794,150
14.	Lever Bros.	6,876,767	9,220,071
15.	P. Lorillard Co.	6,779,442	5,924,520
16.	National Dairy Products	6,545,894	6,029,557
17.	Procter & Gamble	6,249,563	6,972,897
18.	Pillsbury Co.	5,305,357	2,953,690
19.	Philip Morris	4,998,560	5,572,421
20.	Campbell Soup Co.	4,906,207	4,588,350
21.	Eastern Air Lines	4,294,856	3,635,321
22.	Quaker Oats Co.	4,060,609	3,889,910
23.	American Home Products	3,967,967	4,638,493
24.	Kellogg Co.	3,927,363	2,413,700
25.	Borden Co.	3,799,166	2,093,207

Source: Bureau of Advertising and Media Records

American Home Products

	1959	1958
Sales	$420,843,000	$374,916,000
Earnings	46,662,000	42,435,000
Advertising	65,000,000*	55,000,000*

*Estimated by AA

American Home Products, the eighth largest national advertiser, is estimated by ADVERTISING AGE to have increased advertising expenditures 18% to about $65,000,000 in 1959.

American was originally estimated to have spent $60,000,000 in advertising in 1958, but this figure is now believed high. American's total budget in '58 probably amounted to about $55,000,000.

American Home Products, which through its four major divisions puts out the largest line of drugs, household items and foods of perhaps any U. S. company, makes and markets 500 products, ranging from snakebite remedies (ethical drug division) to canned spaghetti and meatballs (food division).

■ American's four principal divisions, all of which operate with considerable autonomy, are (1) the ethical drug division, comprised of Wyeth Laboratories, Ayerst Laboratories, Fort Dodge Laboratories and the Ives-Cameron Co.; (2) Whitehall Laboratories, a packaged drugs and cosmetics division; (3) American Home Foods, maker of a line of specialty food items, and (4) Boyle-Midway, which puts out a line of household products. Last year combined sales and profits of American Home Products were at record levels—10% ahead of the previous high, scored in 1958.

American's biggest moneymaker is its ethical drug division, which in 1959 accounted for 44% of the company's total volume. American invested an estimated $6,500,000—most of it in unmeasured media—in advertising and promotion for its line of ethical drugs to the nation's doctors. This figure includes costs of advertising in medical journals, direct mail, sampling, point of sale and educational aids provided as a service to the medical profession.

Most profitable operation in American's ethical drug group in 1959 was Wyeth Labs, which accounted for an estimated $5,000,000 of the company's total ad and promotion budget for ethical products. Wyeth, like Ives-Cameron and Fort Dodge Laboratories, was active on the new product front, introducing a number of new products for use by doctors, hospitals and drug stores. Equanil, the nation's most widely prescribed tranquilizer, continued to be Wyeth's No. 1 product during the year.

■ American's biggest consumer operation—in terms of sales volume and advertising expenditure—is Whitehall Laboratories, which makes and markets such big volume staples as Anacin, Dristan products, Preparation H, Neet, Kolynos toothpaste, and other packaged drugs and cosmetics.

During the year Whitehall continued to place most of its advertising faith in spot and network television, principally via increased support for Anacin, Dristan decongestant tablets, Dristan Nasal Mist and a third Dristan product, Dristan Inhaler.

In 1959, American reported that Anacin, the largest volume item in its line, continued as the leader nationally in the headache remedies classification. Dristan decongestant tablets, after two years in full national distribution, is also leader in its field, the company said. In addition, Preparation H, Freezone, Heet, InfraRub and Neet cream and lotion depilatories, continued to do well in their respective markets. Other items marketed by Whitehall include BiSo-Dol powder and mints, Sudden Beauty home facial, Heather rouge, Jo-Curl wave set, Dondril cough tablets and Sleep-Eze sleeping tablets.

■ American Home Foods, which accounted for 15% of the company's total volume in 1959, markets a line of specialty and convenience foods, including the Chef-Boy-Ar-Dee brand canned and packaged meals, G. Washington broth and seasoning, Burnett's food flavors and Dennison's canned food products, which are marketed only in western states.

Boyle-Midway Inc., the remaining American Home Products division, markets a wide line of household products, among them big-selling items like Aerowax, Aero Shave, Easy-Off oven and window cleaners, 3-in-One oil, Griffin shoe polish, Wizard deodorizers, Sani-Flush toilet cleaner and the Black Flag line of bug killers and other garden products. The division accounted for 17% of American's total volume in 1959.

Since Whitehall is the principal consumer division of American Home Products, it probably accounted for some 75% of total dollars invested in consumer advertising in 1959, ADVERTISING AGE estimated.

■ In 1959 Whitehall is estimated to have invested some $13,000,000 for Anacin alone, including about $2,600,000 in spot television and the remainder in network tv. For Dristan products, which have enjoyed phenomenal success since national introduction about two years ago, Whitehall invested an additional $3,540,000 in spot tv, and scheduled extensive coverage for the Dristan line over the more than 30 network television shows sponsored by American in 1959. Whitehall supported Preparation H with a $1,300,000 spot tv expenditure (amidst controversy over the propriety of advertising a hemorrhoid remedy on television).

The Preparation H television advertising caused some fireworks in 1959 when the National Assn. of Broadcasters' tv code board cracked down on many tv stations for carrying the commercials despite the board's insistence that hemorrhoid treatments are not an "acceptable" product for tv under the code. By last summer 45 stations dropped Preparation H ads, 21 lost their NAB seals of approval and 17 resigned from the NAB code.

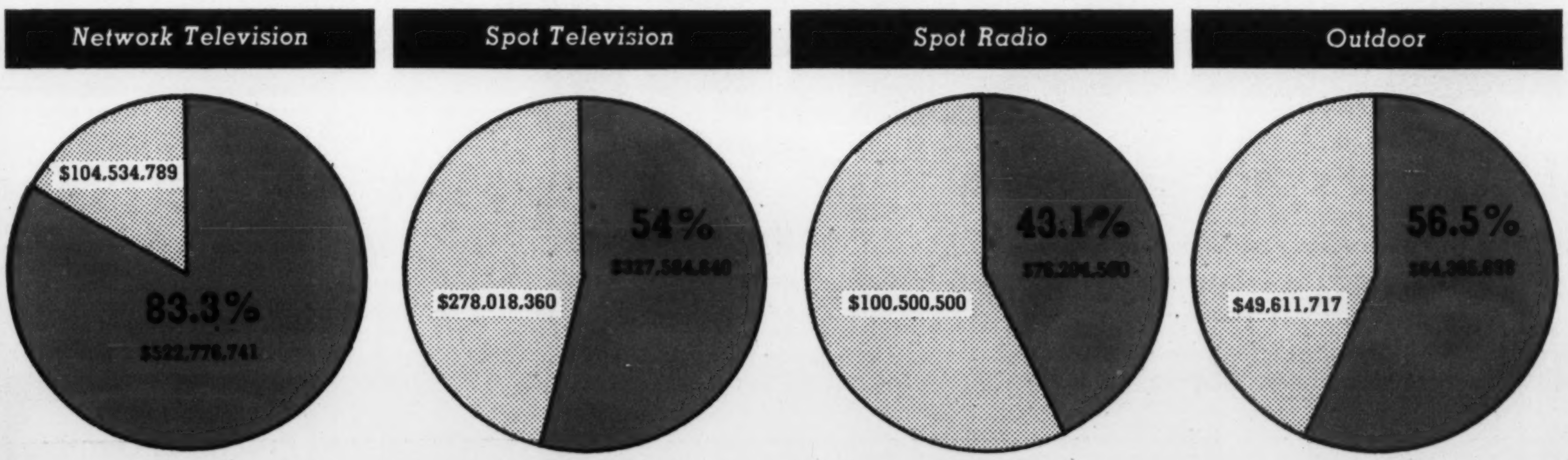
Newspaper support given Whitehall products included a $786,000 expenditure for Anacin, $776,000 for Dristan products and $740,000 for Preparation H. In magazines, Whitehall invested $1,197,000 for Anacin, $1,476,000 for Dristan products and $359,000 for Preparation H.

Other major expenditures by American in 1959 included a $1,265,000 investment in spot television and $1,680,131 in magazines for Chef-Boy-Ar-Dee products. An additional $426,000 was invested in newspapers for Chef-Boy-Ar-Dee during the year.

■ On the agency front, American in May, 1959, assigned its Dristan business to Tatham-Laird after it had been resigned by Bryan Houston Inc. In another switch, the company assigned Tatham-Laird to handle a group of Boyle-Midway products formerly handled by Geyer, Morey, Madden & Ballard, including Easy-Off oven cleaner, Easy-Off window spray and Griffin shoe polishes.

Other Boyle-Midway products handled by Geyer—Aerowax and Wizard deodorizers—were assigned to J. Walter Thompson Co. 3-in-One oil and Plastic Wood, formerly with Geyer, and American Home Foods' G. Washington seasonings and broth, formerly with Charles W. Hoyt Co., were assigned to John F. Murray Advertising, American's house agency. In addition, Cunningham & Walsh was assigned to handle Easy-On spray starch, a new product, and Duplex-

Giant Share of Expenditures in Most Media



$760,630,046 (Leading National Advertisers); farm publications, $51,644,891 (Farm Publication Reports); business publications, $503,500,000 (Associated Business Publications); network tv, $627,311,530 (gross total, Leading National Advertisers, Broadcast Advertisers Reports; spot tv, $605,603,000 (gross, Television Bureau of Advertising); spot radio, $176,705,000 (net, Station Representatives Assn.); outdoor, $114,007,415 (Outdoor Advertising Inc.).

in, an account formerly with Sullivan, Stauffer, Colwell & Bayles. Burnett's flavors, formerly with Geyer, moved to Young & Rubicam.

In July of 1960, Walter F. Silbersack, president and a director of American Home Products, died and was succeeded by William F. LaPorte.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 3,967,967	$ 4,638,493
Magazines	6,483,084	4,913,718
Farm Publications	516,557	334,167
Business Publications	1,012,800	990,000
Network Television	28,109,458	20,507,683
Spot Television	10,657,620	7,275,680
Spot Radio	616,000	925,000
Outdoor	820,052	——
Total Measured	52,184,538	39,584,741
Total Unmeasured	12,815,462	15,415,259
Estimated Total Expenditure	65,000,000	55,000,000

AMERICAN HOME PRODUCTS

MARKETING PERSONNEL

(corporate)

A. G. Brush, chairman
H. E. Carnes, vice-chairman
W. F. LaPorte, president
K. A. Bonham, exec vp
H. W. Blades, exec vp
K. R. Baumbusch, advertising

AMERICAN HOME FOODS

MARKETING PERSONNEL

E. L. Dosch, president
L. J. Sauers, exec vp and general manager
J. B. Shortlidge, vp for sales

Advertising

Harry Wholley, vp in charge of advertising
W. E. Kratzke, advertising manager

ADVERTISING AGENCIES

Young & Rubicam, New York—Chef-Boy-Ar-Dee, Burnett's flavors, Dennison's Foods, Chiquita mashed banana products—Jesse Bickmore, account supervisor; James Tyrrell and Richard Hoffman, account executives.

John F. Murray Advertising, New York—G. Washington Broth & Seasoning—Ronald Greiner, account supervisor.

WHITEHALL LABORATORIES

MARKETING PERSONNEL

Sales

K. A. Bonham, president
Jack Finn, executive vp
Dulaney Smith, vp of product development

Advertising

R. G. Rettig, vp, advertising
W. L. Sibert, advertising manager

ADVERTISING AGENCIES

Ted Bates Inc., New York—tv only: Anacin, Outgro, Preparation H, Primatene. TV & print: Heet, Hopper, Sleep-Eze. Dan Rodgers, senior vp. James Benham, account supervisor. Arnold Deutschman and Kerry Sheeran, account executives.

Lawrence C. Gumbinner Agency, New York—Neet—Harold Braun, account executive.

Tatham-Laird Inc., New York—Kolynos, Dristan—Hal Frazee, account supervisor; Joan Somerville, account executive.

Sullivan, Stauffer, Colwell & Bayles, New York—BiSoDol, Infra Rub—Doug Coyle, account supervisor. Daniel Hirsch and Val Hill, account executives.

John F. Murray Advertising, New York—Anacin, Preparation H, Outgro, Primatene, Dristan, Instil—print only. Alice Carle, account supervisor.

Cunningham & Walsh, New York—Duplexin—Lee Baer, account supervisor. Edward Calhoun, account executive.

WYETH LABORATORIES

MARKETING PERSONNEL

H. W. Blades, president
S. V. Smith, vp of sales
D. J. Withington, director of sales promotion (advertising)
H. F. AuBuchon, sales manager

ADVERTISING AGENCY

Lewis & Gilman Inc., Philadelphia—all ethical drugs. Robert Wilder, account executive.

AYERST LABORATORIES

ADVERTISING EXPENDITURES

W. Boyd O'Connor, president
C. M. Johnson, vp in charge of marketing
L. E. Simpson, director of promotion (advertising)

ADVERTISING AGENCIES

Cortez F. Enloe Inc., New York—pharmaceutical products.

Paul Klempner & Co., Newark, N. J.—Premarin Intravenous, Cothera, Theruhistin, Murel, Suvren—Paul Funk, account executive.

Jordan, Sieber & Corbett Inc., New York—Thiosulfil—C. J. Jordan, account executive.

BOYLE-MIDWAY DIVISION

MARKETING PERSONNEL

Sales

Bernard Gould, president
William Eastham, exec vp
Melvin Birnbaum, vp of merchandising
Jack Bishop, vp of new product development

Advertising

R. S. Wheeler, vp in charge of advertising

ADVERTISING AGENCIES

Tatham-Laird, New York—Griffin shoe polish, Easy-Off oven cleaner, Easy-Off window spray—Joseph Perry, account supervisor, Jack Davis, account executive.

J. Walter Thompson Co., New York—Aero Shave, Black Flag, Sani-Flush, Garden Products, Wizard Deodorizers—Robert McDonald, account supervisor.

Cunningham & Walsh, New York—Easy-On Spray Starch—Lee Baer, account supervisor.

John F. Murray, New York—3-in-One Oil, Plastic Wood—Ronald Greiner, account supervisor.

American Motors Corp.

	1959†	1958
Sales	$869,849,704	$470,349,420
Earnings	60,341,832	28,085,134
Advertising	20,600,006*	11,200,000*

†Fiscal year ended Sept. 30, 1959
*Estimated by AA

American Motors Corp., Detroit, the nation's 43rd largest advertiser, nearly doubled its advertising expenditure to $20,600,000 in 1959, when sales also nearly doubled.

The abrupt rise in ad spending by AMC is due not only to increased sales, but to the added competition in the compact car field by other U. S. auto makers.

■ In the share of market derby, AMC, with its Rambler and Brit-

IN MEXICO
Procter & Gamble
is a client
of
NOBLE ADVERTISING CO.
PLAZA DE LA REPUBLICA 26, MEXICO 1, D. F.

CAPITAL TYPES #4

THE
INSIDE
DOPE

First cousin of The
Unimpeachable Source,
easily identified by pale pallor at
mention of Payola.
Opens every conversation
with "Hear you've been having
trouble with your
government contract".
Seldom wrong. Major source
of "inside" information:
listening to WTOP Radio,
the *important* station in
the 20-County Greater
Washington area.

WTOP
RADIO
Washington, D. C.
Represented by CBS Radio Spot Sales

Operated by
THE WASHINGTON POST BROADCAST DIVISION:

WTOP RADIO Washington, D. C.
WTOP-TV Channel 9, Washington, D. C.
WJXT Channel 4, Jacksonville, Florida

Detroit is an evening paper town

Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

*Detroit News 5th Quinquennial Survey

1960 CENSUS FACTS GIVE YOU A NEW LOOK AT

America's 14th Market. Minneapolis - St. Paul

Preliminary 1960 U.S. Census reports have uncovered new facts about the Minneapolis-St. Paul metropolitan area—the largest concentration of consumers in the Upper Midwest states of Minnesota, North and South Dakota and western Wisconsin. These facts give you the comparative information you need for effective sales and marketing strategy in the nation's 14th market:

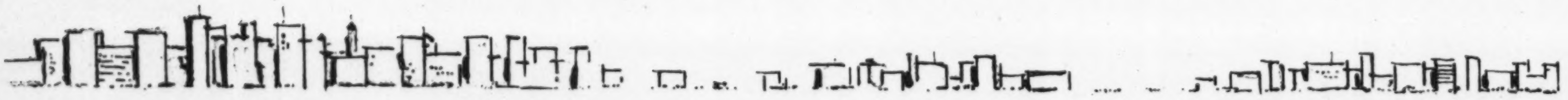
3

1

THIRD IN PERCENTAGE OF POPULATION INCREASE

Between census years 1950 and 1960, the Minneapolis-St. Paul metropolitan area had a 28.3% population increase! This gain ranks third among the nation's top 15 markets — right behind Los Angeles-Long Beach and Washington, D.C. Here's the breakdown:

Rank	Metropolitan Area	Preliminary '60 Pop.	'50 Pop.	% Incr.
1	Los Angeles-Long Beach	6,690,069	4,367,911	53.2
2	Washington, D. C.	1,968,562	1,464,089	34.5
3	**MINNEAPOLIS-ST. PAUL**	**1,477,080**	**1,151,053**	**28.3**
4	Detroit	3,761,220	3,016,197	24.7
5	Cleveland	1,780,263	1,465,511	21.5
6	San Francisco-Oakland	2,721,045	2,240,767	21.4
7	Baltimore	1,706,076	1,405,399	21.4
8	Buffalo	1,304,581	1,089,230	19.8
9	Chicago	6,150,532	5,177,868	18.8
10	St. Louis	2,040,188	1,719,288	18.7
11	Newark	1,726,862	1,468,458	17.6
12	Philadelphia	4,081,827	3,671,048	11.2
13	New York	10,545,300	9,555,943	10.4
14	Pittsburgh	2,394,623	2,213,236	8.2
15	Boston	2,561,450	2,410,372	6.3



4

2

FIRST IN PERCENTAGE OF SUBURBAN GAIN

The Minneapolis-St. Paul metropolitan area also had the highest percentage of gain in suburban population, among the nation's top 15 markets. Between 1950 and 1960, the suburbs more than doubled, jumping 114.7%! Here's that breakdown:

Rank	Metropolitan Area	Preliminary '60 Suburban Pop.	'50 Suburban Population	% Incr.
1	**MINNEAPOLIS-ST. PAUL**	**682,845**	**317,986**	**114.7**
2	Washington, D.C.	1,221,604	661,911	84.6
3	Los Angeles-Long Beach	3,918,055	2,146,786	82.5
4	Detroit	2,088,646	1,166,629	79.0
5	New York	2,885,300	1,663,986	73.4
6	Baltimore	784,713	455,691	72.2
7	Chicago	2,657,587	1,556,906	70.7
8	Cleveland	910,396	550,703	65.3
9	Buffalo	776,194	509,098	52.5
10	San Francisco-Oakland	1,644,354	1,080,835	52.1
11	St. Louis	1,299,764	862,492	50.7
12	Philadelphia	2,121,861	1,599,443	32.7
13	Newark	1,330,610	1,029,682	29.2
14	Boston	1,883,824	1,609,128	17.1
15	Pittsburgh	1,793,939	1,536,430	16.8

GREATER MINNEAPOLIS-GREATER ST. PAUL AREA NOW MORE THAN 1½ MILLION

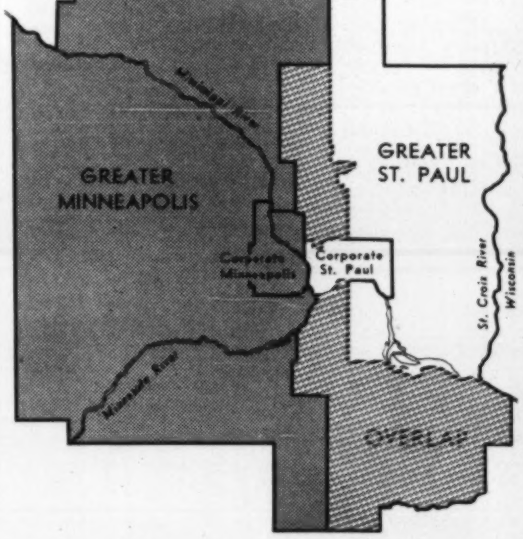
The primary circle of influence of Minneapolis and St. Paul has a radius of approximately 30 miles from downtown Minneapolis, embracing all or part of 9 counties and more than 1,500,000 people. (The standard Census-defined metropolitan area embraces only 5 counties.) The population share of each of these major areas is:

	Estimated Population*
GREATER MINNEAPOLIS	**1,056,214**
GREATER ST. PAUL	**563,104**
OVERLAP AREA	**101,049**
GREATER MINNEAPOLIS-GREATER ST. PAUL	**1,518,269**

*From 1960 Census preliminary data; and April, 1959, estimates of the Twin Cities Metropolitan Planning Commission.

The map (right) shows this greater market area — the center of which is Minneapolis and St. Paul, separate but contiguous cities. There is a suburban "overlap" between them with a total population of 101,049 — which does not exclusively "belong" to either city; but where social, economic and cultural bonds mutually exist with both.

The Greater Minneapolis-Greater St. Paul area definition is based on authoritative analyses of population gains, traffic patterns, urban influences, contiguity, and newspaper circulation coverage.



HIGH HOME COVERAGE

Minneapolis newspaper home coverage of Greater Minneapolis-Greater St. Paul assures advertisers deep penetration of one of the nation's top markets:

	Homes**	Minneapolis Sunday Tribune Circulation	Per Cent Coverage
GREATER MINNEAPOLIS-GREATER ST. PAUL	**443,342**	**286,519**	**65%**
MINNEAPOLIS-ST. PAUL STANDARD METROPOLITAN AREA (5 counties)	**424,500**	**277,056**	**65%**
GREATER MINNEAPOLIS ONLY	**308,577**	**265,472**	**86%**
SUBURBAN MINNEAPOLIS ONLY (Hennepin county except corporate Minneapolis)	**79,328**	**88,569**	**100%**
HENNEPIN COUNTY (Minneapolis)	**252,000**	**229,723**	**91%**

**Computed from current population figures through estimated average-occupancy-per-household ratios.

CIRCULATION: One-day count on March 20 from Audit Bureau of Circulations report for 12 months ending March 31, 1960.

The Minneapolis Sunday Tribune also has exceptionally high regional coverage. Nearly half of the families living in the Upper Midwest (Minnesota, North and South Dakota and western Wisconsin) and 6 out of 10 living in Minnesota are regular readers of the Minneapolis Sunday Tribune.

Get the complete story about the nation's 14th market and the medium that serves it. Write:

NEWSPAPER MARKETING ASSOCIATES
Scolaro, Meeker & Scott Division (New York, Chicago, Philadelphia, Detroit)
Doyle & Hawley Division (Los Angeles, San Francisco)
MINNEAPOLIS STAR AND TRIBUNE
William A. Cordingley, National Advertising Manager,
Minneapolis Star and Tribune, Minneapolis 15, Minn.

UPPER MIDWEST

Minneapolis Star *and* Tribune
EVENING MORNING & SUNDAY
525,000 Combined Daily 660,000 Sunday

AMERICA'S MOST IMITATED CAR!
COMPACT RAMBLER FOR '60

STILL ROLLING—*American Motors Corp. faced heavy U.S. competition from U.S.-built compact cars for the first time last fall, but 1959 figures show Rambler continued to increase its market share.*

ish-made Metropolitan combined, jumped from seventh place in 1958 with 4.27% of the market, to fifth place last year, with 6.02%, according to R. L. Polk & Co. figures. Unit sales for the fiscal year ended Sept. 30 increased 103% to 386,414 units from 189,907 units in the previous year.

Up to June 30 of this year (nine months of the fiscal year) AMC sales were up about 25% over the first nine months of the previous fiscal year—from $688,787,000 to $865,007,000. Net income was $43,726,000, down from $49,599,000 in the previous first nine months. Unit sales were 340,478, up 23% from 276,509 for the year-ago period. Sales of Kelvinator appliances were up 5%.

In *Fortune's* list of 500 top industrial companies for 1959, American Motors ranked sixth highest in return on invested capital (31.6%) and tenth highest in sales increase (84.9%).

AMC's higher ad expenditure is reflected in its move from 21st to seventh in the list of top national newspaper advertisers, with a 98% increase in expenditures over the previous year.

The company also boosted its spending considerably in magazines and spot tv, and entered spot radio after being out of that category in '58.

AMC re-entered network tv temporarily this year, co-sponsoring ten of NBC-TV's "Journey to Understanding" programs from late February through May.

■ In the Kelvinator appliance division, AMC reported a 30.6% increase in sales in 1959 over 1958, compared with the industry's average increase of 9.6% for the ten types of appliances marketed by Kelvinator.

The division more than doubled its measured media advertising total in '59 to $938,000, with the biggest boost coming in magazine space.

Kelvinator produces home laundry equipment, electric ranges, waste disposers, dishwashers, home freezers, refrigerators, air conditioners and commercial cooling and freezing cabinets, most of which are marketed under the Kelvinator, Leonard or A.B.C. brand names. The appliances are manufactured in Grand Rapids, Mich., where the company last year established a $2,000,000 quality control and distribution center.

At the start of 1960, Kelvinator announced it would abandon the annual model change procedure in favor of bringing new products to market when they are ready.

■ Kelvinator International Corp., a wholly owned subsidiary encompassing a worldwide distribution and manufacturing operation, continued to expand last year. Shipments from England were up 70.9%; Kelvinator of Canada's total unit sales were up nearly 13% for the fiscal year. Matsushita Electric Industrial Co., largest electric appliance manufacturer in Japan, signed a licensing agreement with Kelvinator to produce refrigerators and compressors for the home market and portions of Southeast Asia.

AMC increased its investment in Redisco, a wholly owned financing subsidiary for Kelvinator dealers, by nearly $13,000,000. Branch offices increased to 68, including nine in Canada.

■ Beginning with its 1961 model autos, AMC will equip its cars with a new ceramic-coated exhaust system, said to be virtually impervious to corrosion. The coating system for muffler and tailpipe was developed by AMC, Walker Mfg. Co. and Bettinger Corp.

In April of this year, Fred W. Adams, director of advertising and merchandising, became national sales manager of the automotive division, but retained control over advertising and merchandising activities. G. R. Browder and A. E. Tracy moved from regional posts to become assistant sales managers.

Richard B. Findlater left Ross Roy Inc. to become an assistant ad manager for Rambler in May. Reid Taube also joined the advertising staff early this year as an assistant ad manager.

In Canada, McConnell, Eastman & Co. replaced McKim Advertising on Kelvinator of Canada. McKim retains the rest of the AMC account.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 8,507,433	$ 4,295,899
Magazines	2,325,556	1,370,486
Business Publications	403,600	366,900
Spot Radio	435,000	——
Spot Television	1,428,100	89,190
Total Measured	13,599,689	6,115,475
Estimated Unmeasured	7,000,311	5,084,525
Estimated Total	20,600,000	11,200,000

ADVERTISING AGENCY

Geyer, Morey, Madden & Ballard, New York and Detroit—all U. S. advertising—John Henry and A. D. Gage, automotive account executives; William D. Lewis and D. A. Packard, appliance account executives.

AUTOMOTIVE DIVISION

MARKETING PERSONNEL

Sales

Roy Abernethy, vp for distribution and marketing
Fred W. Adams, sales manager
Virgil E. Boyd, director of automotive sales operations
James W. Watson, sales manager for Metropolitan
A. E. Tracy, assistant sales manager-East
G. R. Browder, assistant sales manager-West
M. A. Saunders, southern regional manager
L. E. Stewart, western regional manager
W. G. Morgan, midwest regional manager
R. T. Prendergast, Great Lakes regional manager
T. A. Coupe, eastern regional manager

Advertising

E. B. Brogan, advertising manager
John H. McGuckin, merchandising manager

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 8,070,208	$ 3,732,946
Magazines	1,655,776	1,102,042
Spot Television	1,055,330	51,750
Total	10,781,314	4,886,739

KELVINATOR DIVISION

MARKETING PERSONNEL

Sales

H. L. Travis, sales vp
E. B. Barnes, general sales manager
J. M. Tenney, assistant sales manager
W. L. Hullsiek, merchandising manager
H. A. Valencourt, sales manager—wholesale marketing, distributors
J. L. Young, eastern regional sales manager
L. E. Walters, southeastern regional sales manager; F. M. Breault, central regional sales manager
B. C. McCoy, southwestern regional sales manager
J. D. Downing, Pacific regional sales manager

Advertising

W. E. Saylor, advertising and sales promotion director
J. T. Stone, manager, special merchandising services
Lyle Schultz, assistant sales promotion and advertising director
L. J. Gage, sales promotion manager

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$174,312	$141,830
Magazines	667,320	268,444
Spot Television	96,440	——
Total	938,072	410,274

American Telephone & Telegraph Co.

	1959	1958
Sales	$7,392,997,000	$6,771,403,000
Earnings	1,113,152,000	952,305,000
Advertising	27,500,000	24,000,000

American Telephone & Telegraph Co., New York, the 26th largest national advertiser, invested $27,500,000 in advertising in 1959, up 15% from 1958.

AT&T, far and away the largest corporate entity in the world, has 20 subsidiaries and affiliates, which combined, virtually dominate the U. S. telephone industry. The company's vast corporate structure includes the principal telephone operating companies in the U.S.; Bell Telephone Laboratories; the major research arm of AT&T; a nationwide web of long distance lines; and the nation's biggest maker of telephone equipment, Western Electric Co.

Sales for Western Electric in 1959 were $2.3 billion, up from $2.2 billion in 1958. Western Electric's sales to Bell System companies were $1.6 billion, compared with $1.5 billion in 1958. Profits in 1959 reached $102,188,000, up from $85,936,000 in 1958.

■ As the major research organization of AT&T, Bell Labs tests, develops and designs new communication devices for government, industry and the consumer.

New products developed for business and consumer uses include the "Princess" telephone, a small size, fashion-styled instrument for the home which was introduced in four states in 1959 and is expected to be available nationally by the end of 1960. Still to be introduced nationally are interphone communication systems for the home and farm. Also introduced in several cities during the year was the Bellboy personalized signalling device. This product is not expected to be introduced nationally, since several Bell companies already have variations of the instrument already on the market.

The service allows a customer, such as a doctor or business man, to keep in touch with home or office telephones. A customer carrying the Bellboy pocket-size radio receiver can be alerted by a tone signal to call his home or office to pick up a telephone message called in during his absence.

Also, in 1959 AT&T introduced nationally its "call director" business telephone. This system, which eliminates much of inter-office switching and transfer calls, was given heavy ad support in magazines and newspapers.

■ Since AT&T has virtually reached the geographical saturation point as far as broadening actual telephone service is concerned, most of its advertising, marketing and sales efforts in recent years have been concentrated toward three major objectives: (1) to boost residence extensions and color phones at home and in business places, (2) to promote the use of long distance lines and (3) to promote use of Bell System's classified ad directory, Yellow Pages.

AT&T and its affiliates poured the biggest share of the 1959 expenditure into magazines, with an $8,819,431 investment representing an increase of some $1,200,000 over the preceding year. A big share of AT&T's magazine investment went in support of two Bell system-wide sales drives, an April campaign for kitchen telephones and an October push for bedroom extensions. Another big chunk of AT&T's magazine money—$650,000—went in support of Yellow Pages. An additional $1,309,000 magazine expenditure went in behalf of Western Electric Co., while $155,372 was invested for AT&T's television programs.

During 1959, the Bell System began its musical television series, "Bell Telephone Hour" via NBC. Four programs were telecast between January and March, mostly in support of long distance calling, extension telephones, and institutional advertising for AT&T. In addition, AT&T scheduled 13 "Telephone Hour" shows between October, 1959, and April, 1960.

Top 25 Magazine Advertisers

Rank	Advertiser	Expenditure 1959	Expenditure 1958
1.	General Motors Corp.	$29,420,343	$22,111,817
2.	General Electric Co.	12,905,441	9,077,465
3.	Chrysler Corp.	12,178,515	7,844,399
4.	Distillers Corp.—Seagrams Ltd.	11,994,197	9,561,308
5.	Ford Motor Co.	10,682,742	11,097,005
6.	General Foods Corp.	10,295,444	5,681,282
7.	American Telephone & Telegraph Co.	8,819,431	7,544,546
8.	American Tobacco Co.	7,192,259	7,586,980
9.	Campbell Soup Co.	7,155,760	6,180,115
10.	American Home Products Corp.	6,483,084	4,913,718
11.	National Dairy Products Corp.	6,325,250	6,389,317
12.	General Mills Inc.	6,317,093	8,113,020
13.	E. I. du Pont de Nemours & Co.	5,565,963	6,081,370
14.	National Distillers & Chemical Corp.	5,445,668	4,935,819
15.	Goodyear Tire & Rubber Co.	5,421,891	4,973,727
16.	Colgate-Palmolive Co.	5,352,667	3,562,470
17.	Eastman Kodak Co.	5,076,217	4,133,707
18.	R. J. Reynolds Tobacco Co.	4,843,251	4,438,628
19.	Bristol-Myers Co.	4,631,454	4,376,978
20.	Liggett & Myers Tobacco Co.	4,280,859	2,898,916
21.	Coca-Cola Co.	4,264,663	1,551,377
22.	Hiram Walker-Gooderham & Worts Ltd.	4,243,150	4,030,815
23.	Corn Products Co.	4,040,299	2,895,627
24.	Firestone Tire & Rubber Co.	3,811,422	2,744,742
25.	Johnson & Johnson	3,726,425	3,615,455

Source: Leading National Advertisers

■ AT&T's $1,406,190 network television budget also included two programs in the Bell Systems' science series, "Unchanged Goddess," and "Gateways to the Mind," both on NBC. An additional $5,036,980 was invested by local Bell companies in spot television.

Biggest user of spot tv during the year among affiliated companies was Pacific Telephone Co., which spent $1,243,960 in the medium. New York Telephone Co. and Bell Telephone of Pennsylvania each invested about $500,000 in spot tv during 1959. Most of the affiliated telephone company spot budget went in support of Yellow Pages and extension telephone advertising.

Similarly, AT&T and affiliates invested heavily in newspaper advertising in 1959, with a $5,987,885 expenditure, up some $1,100,000 over the preceding year. Extension telephones and Yellow Pages also received heavy support in newspapers, as did AT&T's "Call director," "Princess," automatic call distributor (which handles and sorts volume calls for commercial customers), new walk-up and drive-up public telephones, and other innovations. Biggest newspaper users among Bell System companies were Pacific Telephone ($755,581), New York Telephone ($820,798), Southwestern Bell Telephone Co. ($687,368), Bell Telephone of Pennsylvania ($449,989) and Chesapeake & Potomac Telephone Co. ($502,140).

■ A summer spot radio campaign promoting long distance calls was also scheduled in 1959 using the theme, "Call ahead for reservations." The promotion differed from AT&T's 1958 radio efforts in that four networks were used—ABC, CBS, NBC and Mutual—instead of one, Mutual Broadcasting System.

Of $607,000 invested in outdoor advertising during 1959, the following affiliates accounted for the major share: Southern, $145,570; Pacific, $131,212; Southwestern, $146,639. AT&T also invested $504,997 in farm publications and $550,000 in business publications in 1959.

In 1959, AT&T continued its longtime agency relationships. N. W. Ayer & Son, New York, has handled all advertising except Yellow Pages for the utility giant since 1908. Classified advertising has been with Cunningham & Walsh, New York, for more than 25 years.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 5,987,885	$ 4,880,608
Magazines	8,819,431	7,544,546
Farm Publications	504,997	488,798
Business Publications	550,000	471,000
Network Television	1,406,190	1,190,176
Spot Television	5,036,980	4,710,800
Outdoor	607,019	633,303
Total Measured	22,912,502	19,919,231
Total Unmeasured	4,587,498	4,080,769
Estimated Total Expenditure	27,500,000	24,000,000

AMERICAN TELEPHONE & TELEGRAPH CO.

New York

MARKETING PERSONNEL

Sales and Marketing

Wellington Powell, vp, marketing
S. F. Damkroger, assistant vp, sales
R. F. Landry, assistant vp, market development

Advertising

James W. Cook, vp, public relations
J. V. Ryan, assistant vp, in charge of advertising
John A. Howland, advertising manager, radio and tv
W. E. Haesche Jr., advertising manager, sales promotion

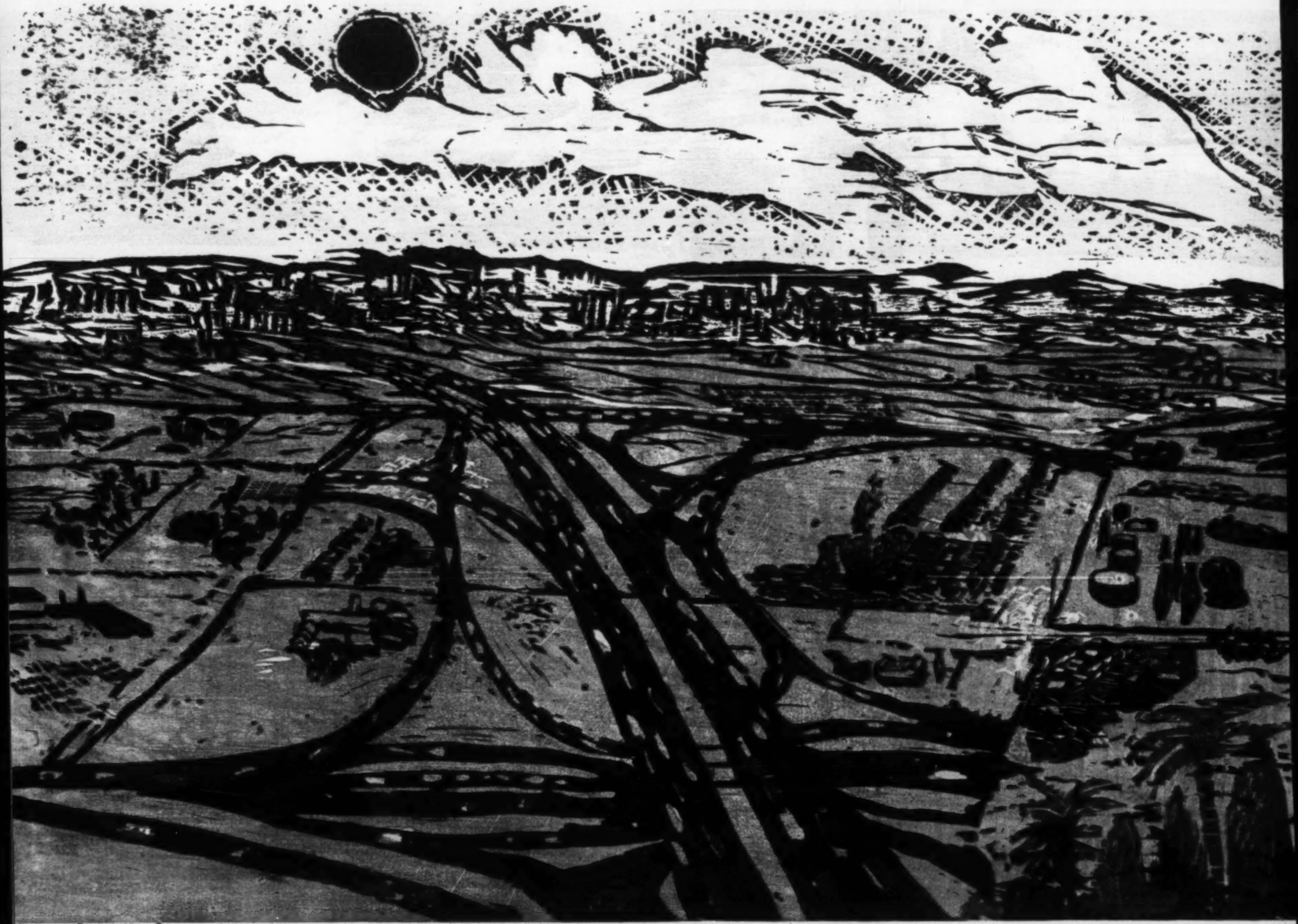
ADVERTISING AGENCIES

N. W. Ayer & Son, New York—all advertising except classified directory—Vance Babb, account supervisor; Jack Naylor, Clifford Hankin, Jerry Jordan, *Business America / 4*

BRING ME MEN TO MATCH MY MOUNTAINS*

The men came. The industry came. Los Angeles is growing—at a feverish pitch. Three hundred thousand new faces each year. In the next twenty years the once peaceful vineyards of Los Angeles will house over six million people. *Business Week subscribers will lead them, employ them, supply their needs.*

Modern architecture is making use of every square foot of land. Towering apartments now spring up overnight. *Business Week subscribers design them, build them.*



David Glines

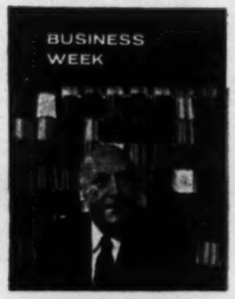
A lithographed reproduction of this woodcut by Los Angeles' David Glines, size 22" x 15", is available when requested on your business letterhead.

Great companies are raising their stacks high in the sun-drenched sky. *Business Week subscribers run them.* Companies like Lockheed Aircraft (360 Business Week management subscribers), Union Oil (78), Litton Industries (134), Thompson Ramo Wooldridge (378).

In Los Angeles, as everywhere in Business America, Business Week reaches a select group of management men—keeping them informed with news that is business-useful, business-vital.

Your advertising in Business Week is news, too. It's observed, commented on, acted on, by the right men—the men who move mountains . . . the men who make the decisions.

You advertise in Business Week when you want to influence management men



A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

**Inscription on the Library of California*

ROP
ROP
ROP
ROP
ROP

The 10 Leading Newspapers in ROP Color Advertising

Measured by Media Records, Inc.

YEAR 1959

NEWSPAPER	LINAGE
The Milwaukee Journal	2,957,761
Chicago Tribune	2,413,503
Los Angles Times	2,170,059
Miami Herald	2,011,171
Salt Lake City Tribune	1,919,240
Fort Worth Star-Telegram	1,789,970
Houston Chronicle	1,728,247
Nashville Tennessean	1,614,365
Salt Lake City Deseret News-Telegram	1,613,473
Minneapolis Star & Tribune	1,599,047

FIRST 6 MONTHS, 1960

NEWSPAPER	LINAGE
The Milwaukee Journal	1,940,671
Los Angeles Times	1,290,043
Chicago Tribune	1,072,459
Fort Worth Star-Telegram	1,050,728
Dallas Times-Herald	1,017,467
Miami Herald	1,011,040
Dallas News	951,026
Denver Post	939,481
Nashville Tennessean	921,669
Houston Chronicle	919,725

today's Advertising Giant
R O P COLOR
shows spectacular growth

"No other medium today reaches so deeply into the minds and pocketbooks of the nation's urban families as R O P Color in newspapers."

This evaluation by the vice-president for media in one of the nation's largest agencies tells why R OP Color is also the growingest medium today. For instance, R O P Color linage in the nation's No. 1 R O P Color newspaper jumped 38% to 1,940,671 lines in the first half of 1960 over the same period in 1959. Color ad units in The Milwaukee Journal increased from 822 to 1,077. Editorial color units also were up from 423 to 502.

These figures alone are spectacular proof of the smashing IMPACT of R O P Color in The Milwaukee Journal. But, we have loads of fascinating success stories, too. Ask us for details.

THE MILWAUKEE JOURNAL

America's Most Colorful Newspaper

Member of Million Market Newspapers, Inc.

New York Chicago Detroit Los Angeles San Francisco

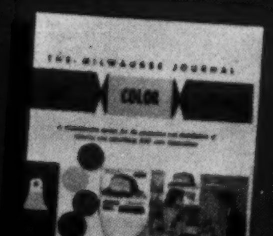
How R O P Color Pays Its Way—and Then Some

The Milwaukee Journal's pioneer survey of R O P Color—made by Publication Research Service—reports on readership by men and women, impressions and reactions, retention and response—including a comparison of R O P Colors ads with duplicate black and white counterparts in a split run of 24 advertisements. If you haven't seen this report, ask for a showing.

COLOROPTICS
The Master Report of ROP Color Readership, Reaction and Results
The Milwaukee Journal

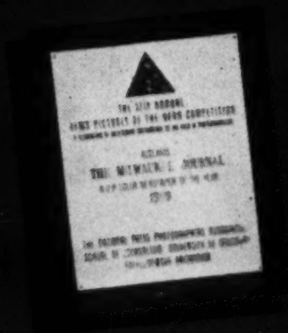
Over 500 Newspapers, Advertisers and Agencies Use The Milwaukee Journal R O P Color Service

Write now for a copy of the new 1960 edition of our booklet giving complete details of this comprehensive, convenient and economical service for the production and distribution of both editorial and advertising R O P Color illustrative materials.



Voted "R O P Color Newspaper of the Year" in 1959

In the 17th annual, "News Pictures of the Year" competition, The Milwaukee Journal won the highest award for newspapers, that of "R O P Color Newspaper of the Year," for outstanding use and reproduction of editorial color. This competition, largest and most highly regarded in photojournalism, is sponsored by the Encyclopaedia Britannica, National Press Photographers Association and the University of Missouri School of Journalism.



Robert Zabel and Henry Baker, account executives.

Cunningham & Walsh, New York—classified directory—Edward Comstock, account supervisor; Malcolm Minor, account executive.

AMERICAN TELEPHONE & TELEGRAPH
Long Lines Department
New York

MARKETING PERSONNEL

E. H. Crabb, assistant vp, marketing
F. A. Robinson Jr., general marketing manager
Nelson Finks, advertising manager

ADVERTISING AGENCY

N. W. Ayer & Son, New York—all services—Charles R. Hogen, account supervisor; Jack Heaton, account representative.

WESTERN ELECTRIC CO.
New York

MARKETING PERSONNEL

Robert M. Ferris, marketing manager

Advertising

A. P. Clow, vp, personnel and public relations
W. M. Reynolds, director of public relations
R. V. Fingerhut, advertising manager

ADVERTISING AGENCY

Cunningham & Walsh, New York—all services—Edward Comstock, account supervisor; Harry A. Spangler, account executive.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

BELL TELEPHONE LABORATORIES
New York

MARKETING PERSONNEL

George Griswold Jr., director of publications
H. S. Renne, information manager, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, New York—all services—Vance Babb, account supervisor.

NEW ENGLAND TELEPHONE & TELEGRAPH CO.
Boston

MARKETING PERSONNEL

E. F. Ardiff, assistant vp, marketing

Advertising

T. M. Hennessey, vp, public relations
F. A. Barrett, assistant vp, public relations
R. W. Stokes, general information manager, advertising
W. B. Blake, advertising manager

ADVERTISING AGENCY

Harold Cabot & Co., Boston—all services.

SOUTHERN NEW ENGLAND TELEPHONE CO.
New Haven

MARKETING PERSONNEL

W. W. Wren, vp, public relations
R. A. Loring, assistant vp, public relations, in charge of advertising
H. M. Bossa, public information manager, advertising

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Boston—all services—George Cozzens, account supervisor.

NEW YORK TELEPHONE CO.
New York

MARKETING PERSONNEL

Walter A. Giles, vp, marketing
D. A. Dufty, assistant vp, marketing
A. P. Hammel, assistant vp, marketing

Advertising

Kennerly Woody, vp, public relations
P. D. Taylor, assistant vp, in charge of advertising
E. L. Monser, advertising manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, New York—all services—Barry McCarthy, account supervisor.

NEW JERSEY BELL TELEPHONE CO.
Newark

MARKETING PERSONNEL

J. P. Cokefair, general marketing manager

TWINS!
distinct—but related

48 pages apiece—filled with enjoyment
featuring 16-page center-section identical in both

YOU REACH 193,630 paid subscribers. 193,630 boys and girls in 7121 classrooms, 4934 schools.

JOIN Rawlings • Pennsylvania Athletic • Thor Tools
Delta Bike Light • Louisville Slugger • Conn Band
Porter Science • Hawk Models • Doubleday Books

Send today for rate card, SRDS circ. breakdown 6/30/60, sample copies
Represented by Conway & Assoc., 10F, 315 West 106 St., New York 25

CATHOLIC BOY ★ CATHOLIC MISS
Notre Dame, Indiana

Wherever you go ... go first by Long Distance

LONG DISTANCE—*American Telephone & Telegraph Co. has virtually saturated the telephone service market, so one of its objectives now is to push long distance use, as in this full-color page in magazines.*

Advertising

J. B. McCullen, vp, public relations
J. H. Connolly, assistant vp, in charge of advertising
J. D. Simpson, general advertising manager

ADVERTISING AGENCY

Reach, McClinton & Co., New York—all services—Donald R. Mayer, account supervisor.

BELL TELEPHONE CO. OF PENNSYLVANIA
Philadelphia

MARKETING PERSONNEL

H. T. Inman, vp, public relations
George Ireland, vp, marketing
G. H. Ruschhaupt, assistant vp, marketing
M. B. Christy Jr., public relations manager, advertising
E. A. Skinner, general marketing supervisor, advertising

ADVERTISING AGENCY

Gray & Rogers, Philadelphia—all services—for Bell Telephone Co. of Pennsylvania and Diamond State Telephone Co., Philadelphia.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF WASHINGTON
Washington D. C.

MARKETING PERSONNEL

H. D. Fangboner, assistant vp
R. E. Graham, general public relations supervisor, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services—Gerald Lauck, account supervisor.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF MARYLAND
Baltimore

MARKETING PERSONNEL

F. W. Carey, assistant vp, marketing

Advertising

N. P. Worthington, assistant vp
J. V. Dyer, general public relations supervisor, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services—Gerald Lauck, account supervisor.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF VIRGINIA
Richmond

MARKETING PERSONNEL

R. W. Neale, assistant vp, marketing
J. P. Frazee, general sales and servicing manager

Advertising

H. D. Wilkins, assistant vp
H. H. Moore, general public relations supervisor, advertising

ADVERTISING AGENCY

Cargill, Wilson & Acree, Richmond—all services.

IN MEXICO
Kimberly-Clark
is a client
of
NOBLE ADVERTISING CO.
PLAZA DE LA REPUBLICA 26, MEXICO 1, D. F.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF WEST VIRGINIA
Charleston

MARKETING PERSONNEL

F. K. Woods, assistant vp
R. L. Landon Jr., general public relations supervisor, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services.

CHESAPEAKE & POTOMAC TELEPHONE COMPANIES
(Combined)
Washington D. C.

MARKETING PERSONNEL

L. M. Smith, vp, marketing
W. C. Bowles, assistant vp, marketing and sales
R. R. Tupper, assistant vp, marketing development
L. T. Meeds, assistant vp, marketing

Advertising

W. J. McManus, vp, public relations
R. K. Wheat, assistant vp, public relations, in charge of advertising

SOUTHERN BELL TELEPHONE CO.
Atlanta

MARKETING PERSONNEL

H. G. Turner, vp, marketing

Advertising

H. G. Booth, vp, public relations
C. L. Buckingham, general advertising manager

ADVERTISING AGENCY

Tucker Wayne & Co., Atlanta—all services.

MICHIGAN BELL TELEPHONE CO.
Detroit

MARKETING PERSONNEL

J. L. Conroy, general marketing manager

Advertising

W. C. Patterson, vp, public relations
E. T. Burroughs, assistant vp in charge of advertising
B. V. Beneker, general advertising manager

ADVERTISING AGENCY

N. W. Ayer & Son, Detroit—all services—William Lowe, account supervisor.

OHIO BELL TELEPHONE CO.
Cleveland

MARKETING PERSONNEL

F. D. Learey, director of marketing

Advertising

J. J. Joseph, vp, public relations
C. O. Poleni, assistant vp in charge of advertising
D. F. Jones, general advertising manager

ADVERTISING AGENCY

McCann-Erickson, Cleveland—radio-tv only.

CINCINNATI & SUBURBAN BELL TELEPHONE CO.
Cincinnati

MARKETING PERSONNEL

E. E. Druley, vp, public relations
E. S. Kinney, general manager, public relations and advertising
W. R. Bershire Jr., advertising manager

ADVERTISING AGENCY

Stockton, West, Burkhart Inc., Cincinnati—all services.

INDIANA BELL TELEPHONE CO.
Indianapolis

MARKETING PERSONNEL

F. F. Marston, general marketing manager

Advertising

Frank Mussetter, vp, public relations
F. H. Surface, public relations manager in charge of advertising

ADVERTISING AGENCY

J. Walter Thompson Co., Chicago—all services—Paul Lund, account supervisor, Jack Baity, account executive.

WISCONSIN TELEPHONE CO.
Milwaukee

MARKETING PERSONNEL

J. H. Paige, vp, public relations, merchandising

Advertising

K. R. Boyer, assistant vp, in charge of advertising and merchandising
E. R. Hanauer, advertising manager

ADVERTISING AGENCY

Cramer-Krasselt Co., Milwaukee—all products—Ted Wing, account executive.

ILLINOIS BELL TELEPHONE CO.
Chicago

MARKETING PERSONNEL

C. W. Ebersold, general manager, merchandising

Advertising

Hale Nelson, vp, public relations
W. A. Lehnert, advertising manager

ADVERTISING AGENCY

N. W. Ayer & Son, Chicago—all services—Jack Modisedt, account executive.

NORTHWESTERN BELL TELEPHONE CO.
Omaha

MARKETING PERSONNEL

Sales

N. S. Spears, assistant vp, marketing

Advertising

Glenn Allen, vp, public relations
H. L. Frentress, assistant vp, advertising
W. J. Sweeney, advertising manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn—all services—Alan Schlesinger, account supervisor.

SOUTHWESTERN BELL TELEPHONE CO.
St. Louis

MARKETING PERSONNEL

Sales

M. B. Smith, general merchandisisg manager
S. R. Trottmann Jr., general advertising manager

Advertising

Harold B. Groh, vp, public relations
S. R. Trottmann Jr., general advertising manager

ADVERTISING AGENCY

Gardner Advertising Co., St. Louis—all services.

MOUNTAIN STATES TELEPHONE & TELEGRAPH CO.
Denver

MARKETING PERSONNEL

D. D. Phelps, marketing director

Advertising

Andrew Horan, vp, public relations
H. C. Martin, assistant vp, advertising
S. J. Boulier, general advertising manager

ADVERTISING AGENCY

Rippey, Henderson, Bucknum & Co., Denver—all services.

PACIFIC TELEPHONE & TELEGRAPH CO.
San Francisco

MARKETING PERSONNEL

Guy P. Wallick, vp, marketing
E. R. Dales, assistant vp
G. A. Gitchell, assistant vp

Advertising

W. G. Chaffee, vp, public relations
H. L. Bright, assistant vp, advertising
D. A. Davis, general advertising manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, San Francisco—all services—William Simpson, account supervisor.

PACIFIC TELEPHONE NORTHWEST
Seattle

MARKETING PERSONNEL

P. H. Wiedemann, marketing director

Advertising

John Page, vp, public relations
E. D. Ruble, assistant vp
D. E. Hutchins, general advertising manager

ADVERTISING AGENCY

Guild, Bascom & Bonfigli, Seattle—all services—Tom Killilea, account supervisor.

American Tobacco Co.

	1959	1958
Sales	$1,161,376,858	$1,105,176,334
Earnings	63,248,270	58,856,242
Advertising	40,000,000*	42,000,000*

*Estimated by AA

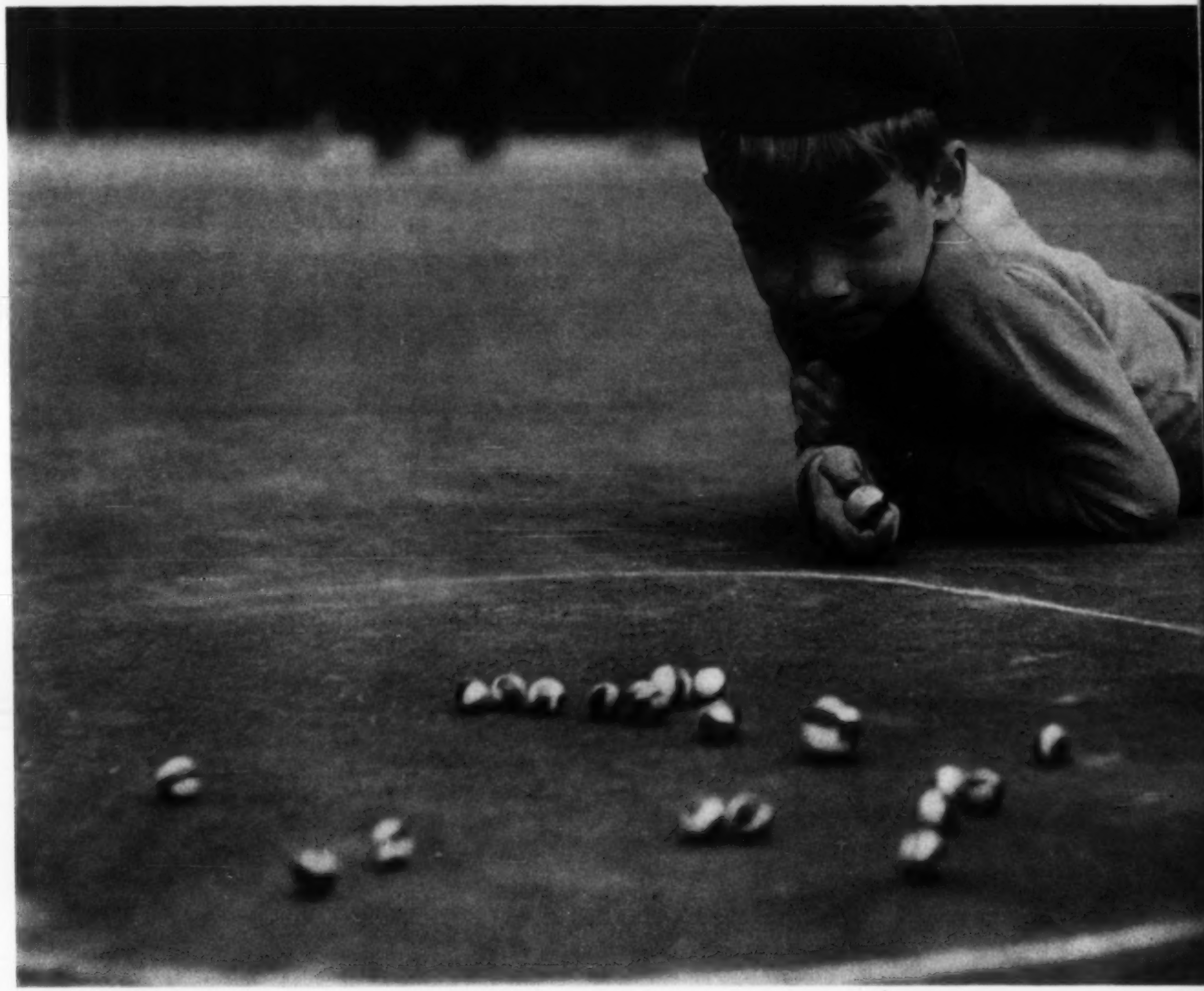
American Tobacco Co., New York, the nation's 11th largest advertiser, cut its advertising investment about 5% to an estimated $40,000,000 in 1959.

Despite the cut, sales rose 5% and earnings 7% above 1958.

The company maintained its position as the No. 2 tobacco company, while its Pall Mall cigarets became the largest selling brand, pushing Camel out of the top spot after a 10-year reign, according to *Business Week's* annual cigaret survey. It showed a boost in Pall

Kodak

PHOTOGRAPHY AND PRINTS: JON ABBOT AGENCY: SMITH, HAGEL, & KNUDSEN, INC. FOR STANDARD PACKAGING CORP.



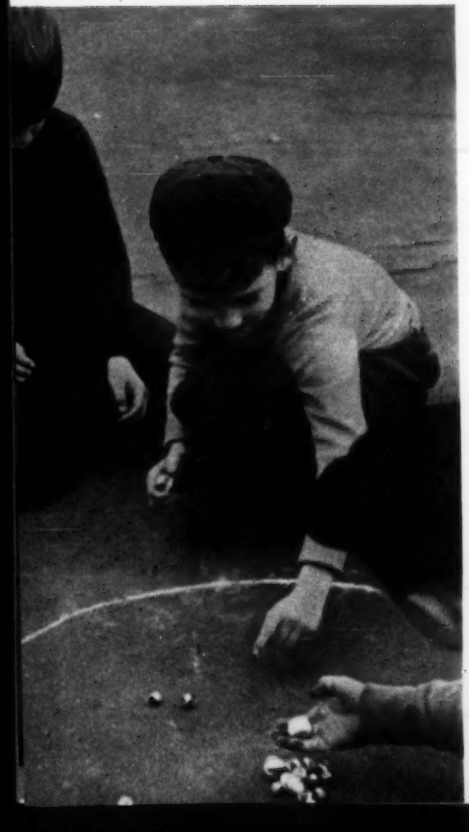
5 At one shot!

The Kodak Ektacolor system of negative film to positive print has obvious advantages of color control.

But when *five photographs can be reproduced as one,* there are economic as well as artistic reasons for taking advantage of such a forward step in color photography.

This page reproduced "five-at-one-shot" from Ektacolor prints mounted on a single layout. Prints from 120 and 35mm Kodacolor Films.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.



Mall sales from 58 billion in 1958 to 64 billion last year.

A study made by *Printers' Ink*, on the other hand, placed Pall Mall in the No. 2 berth behind Camel. Sindlinger & Co. reported that Pall Mall has 6,443,000 smokers, close to Camel's 6,456,000, but that Camel smokers puff more cigarets per day—24.3, compared with 20.3 for Pall Mall. Last year, Pall Mall was said to account for 70% of all non-filter king-size cigaret sales and 25% of all non-filter sales in the U.S.

■ Sales of Lucky Strike continued to decline, as did other non-filter regulars, but the rate of decline was less last year than in 1958. Luckies were still the third largest seller, according to *Business Week*, although sales dropped from 46.5 billion cigarets in 1958 to 43 billion last year.

Sales of both American Tobacco's filter and non-filter brands generally increased in 1959. Export unit sales of cigarets made by the company in the U.S. were down, but this was more than offset by the increase in unit sales of cigarets made and sold abroad by J. Wix & Sons, American Tobacco's English subsidiary. Cigaret sales account for about 95% of American's total revenue and cigars for slightly less than 4%.

Roi-Tan cigar sales were about the same as in 1958, maintaining its position as America's largest selling 10¢ cigar. A new 5¢ size, Roi-Tan Trumps, was introduced in selected markets in early 1959. Sales of the company's clear Havana cigars were up, but the smoking tobaccos showed a decline last year. Because of a decrease in demand, American Tobacco discontinued the manufacture of American Mixture and Gold Leaf-(Leidersdorf) smoking tobaccos, as well as Johnny Walker and Natural cigarets.

■ In August, 1959, American Tobacco introduced a new king-size mentholated cigaret, Riviera, in five markets. The "air cooled" filter brand was awarded to Sullivan, Stauffer, Colwell & Bayles. Last May, Riviera was introduced in 12 to 14 additional test markets. In some, it is being tested with a dual, green-and-white filter.

The company is said to devote about ⅓¢ per pack for advertising, according to Merrill, Lynch, Pierce, Fenner & Smith.

Television continues to get the lion's share of the ad budget, although gross time expenditures for network tv dropped from $11,252,180 in 1958 to $9,881,440 last year. Pall Mall, the company's most heavily promoted brand, got $4,098,601 of the network tv gross time expenditure, while $2,496,673 went to Lucky Strike, $2,091,869 to the Dual Filter Tareyton, and $1,194,297 to Hit Parade.

■ At the end of the 1958-59 season, two veteran CBS shows were lopped off the schedule. Jack Benny parted company with Lucky Strike after 15 years on radio and/or tv, and "Your Hit Parade" was discontinued after a nine-year tv association. During the 1959-'60 season, the company advertised Pall Mall on NBC's "M Squad" and "Tales of Wells Fargo" and CBS' "Tightrope"; Luckies on CBS' "Men Into Space" and Dual Filter Tareytons on NBC's "Bachelor Father."

Of the $3,467,440 spent in spot tv in 1959, $1,676,670 went to promote Dual Filter Tareyton and $1,020,600 to Pall Mall. In February, 1959, American Tobacco made a substantial entry into tv syndication, sponsoring MCA TV's "SA 7" in 44 markets for Lucky Strike and 16 markets for Dual Filter Tareyton. When the "SA 7" schedules ran out last fall, they were replaced by the tobacco maker in the majority of instances with Ziv's "Lock-Up." Hit Parade is now a somewhat inactive brand.

Remember how great cigarettes used to taste?
LUCKIES STILL DO
CHANGE TO LUCKIES
–and get some taste for a change!

REMEMBER?—*This magazine page featured Lucky Strike's well publicized theme, "Remember how great cigarets used to taste? Luckies still do." The American Tobacco campaign also include newspapers, radio and tv. Lucky sales continued to decline in 1959 as did other non-filter regulars, but the rate of decline was less than in '58.*

■ American Tobacco invested heavily in newspapers and magazines. Of the total $9,257,883 newspaper expenditure, $3,826,714 went to Pall Mall, $3,319,447 to Dual Filter Tareyton and $1,288,063 to Luckies, with the other brands sharing the remainder. Bulk of the $7,192,259 invested in magazines went to Pall Mall ($2,845,626), Tareyton ($2,211,995) and Lucky Strike ($1,905,338).

American Tobacco was the eighth largest spot radio spender in 1959, passing $3,090,000 into this this medium, according to an estimate by the Radio Advertising Bureau. This was substantially below the $4,600,000 invested in the medium the previous year.

Pall Mall has been using the same basic copy claims for the past 20 years. It retains a sophisticated approach and is promoted as a class cigaret for the masses. The brand's media pattern is about 54% for tv, 20% for magazines and newspapers, 20% for spot radio (on about 580 stations) and most of the remainder for outdoor. Pall Mall currently is using a combined painting-and-photography approach in its print ads. Photos show a fruit or a vegetable together with a pack of Pall Mall. The thinking of the agency, Sullivan, Stauffer, Colwell & Bayles, is to use "things that are ingested, wholesome" to illustrate the cigaret's "so friendly to your taste" theme.

Last November Lucky Strike launched a new campaign built on the theme, "Remember how great cigarets used to taste? Luckies still do." Ads were run in newspapers, magazines and on spot radio and spot tv.

Hiram R. Hanmer, research director of American Tobacco, was made a vp in January, 1959. He had joined the company in 1921 and became head of research in 1932.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 9,257,883	$ 8,757,784
Magazines	7,192,259	7,586,980
Farm Publications	219,428	225,288
Spot Radio	3,090,000	4,600,000
Network Television	9,881,440	11,252,180
Spot Television	3,467,440	3,018,150
Outdoor	1,514,343	1,184,146
Total Measured	34,622,793	36,624,520
Total Unmeasured	5,377,207	5,375,480
Estimated Total Expenditure	40,000,000	42,000,000

PARENT COMPANY

(Lucky Strike, Herbert Tareyton, Dual Filter Tareyton, Roi-Tan)

MARKETING PERSONNEL

Sales

R. B. Walker, vp and director of sales
E. F. Mooney, sales manager
E. R. Dunning Jr., merchandising manager
J. F. McDermott, manager of sales department
J. W. Rowe, A. T. Adams, E. O. Chanslor, G. W. Kaye, field sales managers

Advertising

Albert R. Stevens, advertising manager
V. R. Boor, assistant advertising manager
K. W. Schullinger, assistant to advertising manager

AMERICAN CIGARET & CIGAR DIVISION

(Pall Mall, Riviera, Hit Parade, Half and Half, International Cigar brands)

MARKETING PERSONNEL

Sales

A. Gordon Findlay, division vp
Harry D. Niles, sales manager, Havana cigars
R. G. Wilson, sales manager, domestic cigars

Advertising

Alan C. Garratt, advertising manager
Donald R. Dugan, assistant advertising manager
Chester A. Jackson Jr., assistant to advertising manager, radio-tv
John A. McGinn, assistant to advertising manager, print

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Lucky Strike—Thayer Cummings, account supervisor; Don Rowe (radio-tv) and Richard B. March (print), account executives.

Sullivan, Stauffer, Colwell & Bayles, New York—Pall Mall, LaCorona and Antonio y Cleopatra cigars and Half and Half smoking tobacco—Clifford Spiller, account supervisor; Edward Going, account executive. Riviera cigarets—Clemens F. Hathaway, vp and account supervisor, and Arthur T. Castillo, account executive.

Lawrence C. Gumbinner Advertising Agency, New York—Herbert Tareyton and Dual Filter Tareyton cigarets and Roi-Tan cigars—Milton Goodman, account supervisor; Graeme McLeod, Paul Gumbinner and Stanley Evans, account executives.

Anheuser-Busch Inc.

	1959	1958
Sales	$382,724,798	$331,723,834
Earnings	13,028,672	10,836,306
Advertising	22,500,000*	19,000,000*

*Estimated by AA

Anheuser-Busch Inc., St. Louis, the nation's largest brewer and 36th largest advertiser, is estimated by ADVERTISING AGE to have boosted advertising expenditures 22% to $22,500,000 in 1959.

Most of the increase was for the company's Busch Bavarian popular price beer, which has had a heavy promotional push, rapid expansion in distribution and impressive sales results since its introduction five years ago. The company's long-established, big-selling Budweiser premium beer is believed to have maintained advertising expenditures level at about $12,000,000, or possibly to have increased slightly above that figure, in 1959, although Anheuser-Busch has not revealed figures. Any slight increases for Budweiser were attributed to higher costs, rather than more advertising.

In 1960 the over-all expenditure is running about the same as in 1959.

■ Anheuser-Busch, which wrested first place in beer sales from Schlitz in 1957 and has been lengthening its lead with giant strides ever since, boosted sales an impressive 15.5% to a record 8,064,756 bbls. in 1959. The year's gain of more than 1,000,000 bbls. far exceeded any other brewer's and had the beer industry buzzing. Sales of second place Schlitz dipped slightly to 5,863,000 bbls.

Anheuser-Busch gross sales of $382,724,798 in 1959 set an industry record, and increased profit kept pace with sales.

Still breaking records, the company had the highest first half in its history this year, with sales of $157,385,138, up 11.3% from $141,406,503 for the 1959 first half. Earnings rose 26.3% to $7,808,171. Anheuser-Busch's share of the market rocketed to a record 10% in the first five months of 1960 (latest industry data available) from 8.9% for the first five months of 1959.

■ The company reported that all of its brands of beer showed sales gains in 1959.

Anheuser-Busch's brand sales are a closely guarded secret but Busch Bavarian was believed to account for a major part of the brewer's sales gain last year. The popular price beer, which has been a big factor in the company's upsurge of the past several years, more than doubled its sales in 1958 to a figure estimated by ADVERTISING AGE at 1,000,000 bbls, and in 1959 the evidence is that the total rose to about 1,400,000 bbls. In the first five months of 1959, AA learned, Busch Bavarian barrel sales were more than double the corresponding period in 1958.

Busch Bavarian, for which distribution has been expanded steadily since its introduction in Kansas in 1955 and in Missouri and Illinois in 1956, was introduced into new markets in Texas, Mississippi, Louisiana, Alabama, Georgia, Tennessee and Florida in 1958, and in Arkansas in the past year. The beer is now sold in all or parts of 14 states. Rounding out the list are Iowa, Kentucky and Oklahoma.

ADVERTISING AGE estimates Anheuser-Busch brand sales about as follows, based on its own investigations in the industry:

	Bbl's. Sold	
	1959	1958
Budweiser	6,000,000	5,700,000
Busch Bavarian	1,500,000	1,000,000
Michelob	250,000	175,000
Regal	250,000	*125,000

*This estimate is only for the last three

Automatic Door Opener to 112,000 FOOD STORES
NARGUS BULLETIN
Opens the Doors to
44% OF THE TOTAL FOOD BUSINESS
24 MILLION DOLLARS IN ANNUAL SALES
80% OF ALL SUPER-MARKETS (exclusive of national chains)
NARGUS BULLETIN
NUMBER 1 MONTHLY MAGAZINE IN FOOD DISTRIBUTION—PUBLISHED SINCE 1914 BY NATIONAL ASSN. OF RETAIL GROCERS OF THE UNITED STATES
NARGUS BULLETIN
360 N. Michigan Ave.
Chicago 1, Illinois

Ideas that sell at the point of sale
CHICAGO SHOW PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities
√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.
☐ Permanent-type Displays—wood, glass, plastic, metal ☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall® ☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services ☐ Complete creative point-of-sale facilities from ideas to sales.

IN MEXICO
Vick Chemical
is a client
of
NOBLE ADVERTISING CO.
PLAZA DE LA REPUBLICA 26, MEXICO 1, D. F.

quarters of 1958, since Anheuser-Busch did not acquire Regal until March of that year.

■ A year ago AA estimated Busch Bavarian sales between 800,000 and 1,000,000 bbls. for 1958. At the time conservative observers believed the 1,000,000 figure was high, but the company's 1,082,734-bbl. increase in 1959—which took the industry by surprise—helps bear out AA's estimate. It is further supported by exceptionally reliable information uncovered by AA on Anheuser's brand sales progress during a portion of 1959.

Budweiser 1958 sales were originally estimated by AA at 5,900,000 bbls., but this total has been revised downward to 5,700,000 bbls. in the light of new data. This would mean that Budweiser, despite a claim of being the No. 1 brand in sales, was No. 2 behind Schlitz in 1958. But in 1959 Budweiser undoubtedly moved ahead and remains No. 1 today.

Anheuser-Busch's share of the beer market was 9.2% in 1959, up from 8.3% in 1958 and 7.2% in 1957.

■ Anheuser-Busch now produces Budweiser, Busch Bavarian and Regal (brewed in a Miami plant purchased in 1958) in cans, bottles and draft, and Michelob premium beer in draft only. The company also makes and markets pharmaceutical baker's yeast, frozen eggs, corn syrups and grain products. It also owns the St. Louis National League Baseball Club (Cardinals). Last year the company sold its refrigerated cabinet division to Universal Match Corp.

The four-generation brewer has long been a brewing leader but its sales and earnings upsurge of recent years began in 1956 when President and Chairman August A. ("Gussie") Busch Jr., promoted William Bien, a former district sales manager, to vp of marketing. Mr. Bien, who had served briefly as general sales manager, reorganized the marketing operations and created a marketing committee to set policy. Prior to the reorganization, sales and earnings had dropped for two successive years. The record shows:

	Bbls. Sold	Net Sales	Earnings
1953	6,711,222	$237,003,969	$13,232,549
1954	5,828,760	215,923,244	12,752,975
1955	5,616,793	201,718,743	8,026,152

Since the 1956 reorganization, and resultant improvement in marketing coordination, sales—and earnings—have moved upward with increasing momentum:

	Bbls. Sold	Net Sales	Earnings
1956	5,864,034	$214,692,297	$ 9,751,671
1957	6,116,077	227,224,930	9,777,599
1958	6,982,022	257,112,548	10,836,305
1959	8,064,756	295,992,022	13,028,672

■ The sales increases were achieved despite a brewing industry trend that was generally down or barely holding its own—industry sales were down nearly 1% in 1957 and up six-hundredths of 1% in 1958. (Last year the picture looked better, as industry sales rose 3.8%.)

The Anheuser-Busch marketing committee includes, in addition to Mr. Bien (pronounced Bayne), Walter T. Smith Jr., vp of advertising, sales promotion and merchandising; T. C. Burrows, vp and general sales manager, brewery division; Thomas J. Ryan, sales manager, regional brands; E. H. Vogel Jr., director of business planning, and E. R. Wiegman, assistant to Mr. Bien.

■ President Busch stated in his annual report that Anheuser-Busch has more than 900 independent wholesaler distributing points, through which 81% of the company's beer was sold in 1959. The remainder, he said, was through 15 company-owned and operated branches. He reported that 83.6% of Anheuser-Busch volume was in package beer. Of this, 53% was in cans and 61.5% was in cans and non-returnable bottles.

The company reported that 25% or 30% of Budweiser sales are for "off-premises consumption" (sales in liquor stores, super markets, etc.) and that the percentage is even higher for Busch Bavarian. Strong marketing efforts are being made to expand this part of the market.

■ Anheuser operates breweries in five cities: (1) St. Louis, 6,000,000-bbl. capacity annually, (2) Newark, 1,800,000 bbls., (3) Los Angeles, 1,000,000 bbls., (4) Miami, 360,000 bbls., and (5) Tampa, 500,000 bbls., construction completed and plant opened in March, 1959.

The Miami plant brews Regal and Busch Bavarian. A 300,000-bbl. expansion is already under way on the new Tampa plant, and

SCORE **TWICE** WITH ONE PITCH!

sells
DISTRIBUTORS AND RETAILERS
sells
SIOUXLAND CONSUMERS
Sioux City Journal
BEST RETURN FOR ADVERTISER'S DOLLAR!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

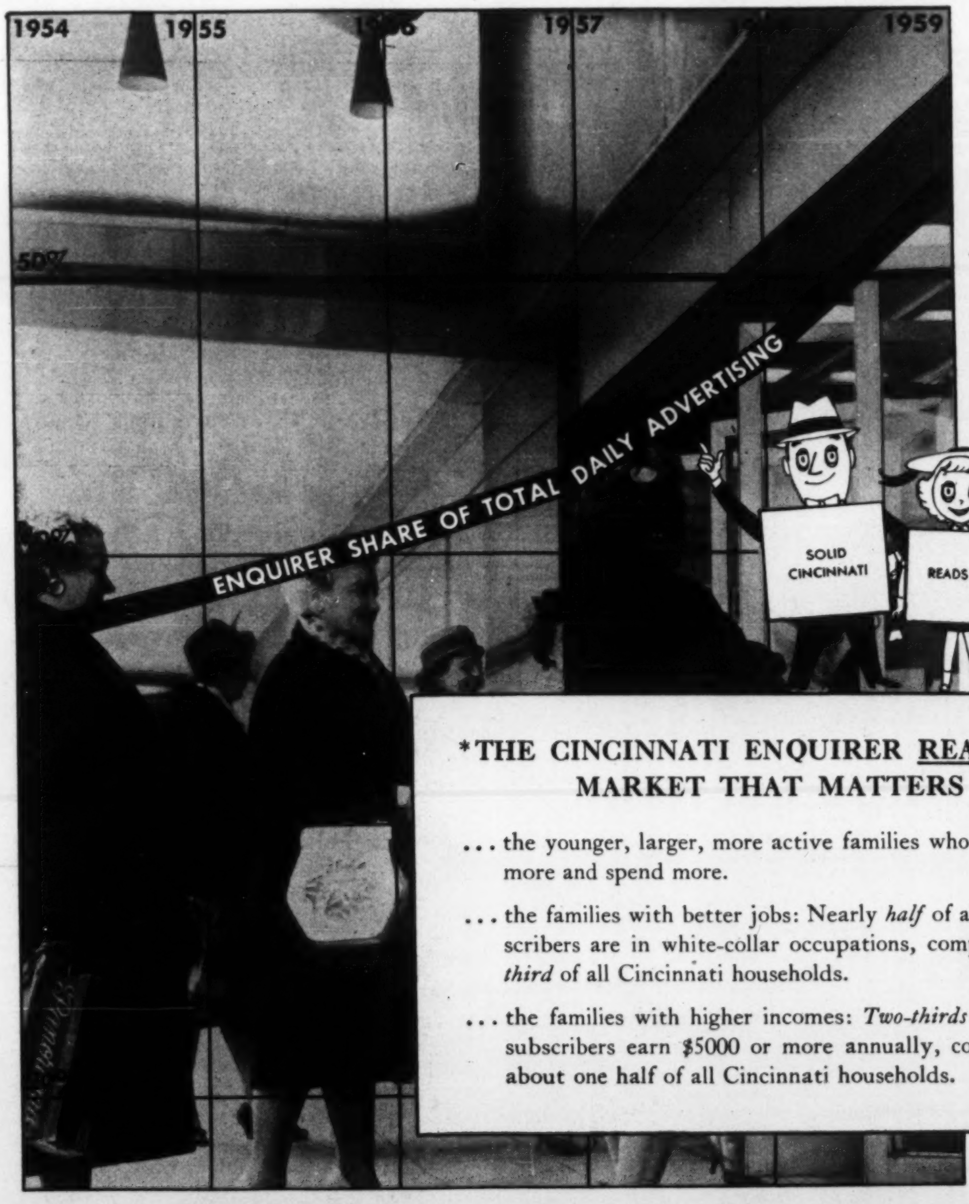
Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — JANN & KELLEY INC.

Want solid success in Solid Cincinnati?

*Go after the market-that-matters!**



***THE CINCINNATI ENQUIRER REACHES THE MARKET THAT MATTERS . . .**

. . . the younger, larger, more active families who need more, use more and spend more.

. . . the families with better jobs: Nearly *half* of all Enquirer subscribers are in white-collar occupations, compared to only a *third* of all Cincinnati households.

. . . the families with higher incomes: *Two-thirds* of all Enquirer subscribers earn $5000 or more annually, compared to *only* about one half of all Cincinnati households.

More and more advertisers are discovering that reaching this solid market-that-matters makes a big difference in advertising effectiveness. And they're finding that nothing reaches and *influences* this market like the Cincinnati Enquirer. Get the full story on Solid Cincinnati from the latest Top Ten Brands survey. Call or write The Enquirer's Research Department for your copy.

Represented by Moloney, Regan & Schmitt, Inc.

the company has acquired property in Houston for construction of a brewery to serve the Southwest.

Anheuser-Busch ownership of the Miami plant, purchased in March, 1958, will be shortlived. The company signed a consent decree with the Department of Justice last January, agreeing to sell the Miami brewery and agreeing not to buy a domestic brewery during the next five years without approval of the federal courts. Anheuser also promised never to purchase another brewery in Florida and not to sell Busch Bavarian in the Miami market for a full year. The consent decree was signed after the Justice Department filed a complaint charging that acquisition of Regal would create a monopoly in violation of the Clayton Act.

■ The company's advertising dollars go largely into broadcast and outdoor, although newspapers and magazines carried more than $1,000,000 each last year. Of more than $15,000,000 invested in measured media, outdoor takes 29%, spot tv 26.8% and spot radio 24%.

Busch Bavarian, when it enters new markets, uses newspapers, as well as spot radio and tv, and later cuts back on newspapers. The emphasis on broadcast for Busch Bavarian is reflected in measured figures, which show that its expenditure for spot tv doubled to $1,444,370 in 1959 from $725,950 in 1958. The newspaper expenditure for Bavarian was $219,696 in 1959 and $260,458 in 1958.

Expenditures for Budweiser in spot tv held about even at $2,071,320 in 1959, compared with $2,076,370 in 1958. This does not include about $300,000 spent on spot tv by Budweiser distributors. Last June Anheuser-Busch bought National Telefilm Associates' "Third Man" tv series for Budweiser, to be shown in 100 markets throughout the U. S., except New York.

Budweiser advertising is handled by D'Arcy Advertising Co., which continues a 43-year client relationship. Gardner Advertising Co. has handled Busch Bavarian since its inception. Both are St. Louis-based agencies. J. M. Mathes Inc., New York and Miami, replaced Tally Embry Inc. last March as the agency for Regal, which bills an estimated $500,000.

■ Most newsworthy personnel shift of 1959 occurred when the competition hired away one of Anheuser's "inner circle" marketing executives. Fred R. Haviland Jr., director of business planning, departed last September to become director of market planning, a new post, at Jos. Schlitz Brewing Co. Mr. Haviland had been a member of Anheuser's policy-making marketing committee.

E. H. Vogel Jr. succeeded Mr. Haviland as director of business planning at Anheuser-Busch. His former post as sales manager of regional brands was taken over by Thomas J. Ryan. T. C. Burrows, general sales manager, brewery division, was named a vice-president. Warren Gibson was named advertising manager of Regal beer and ale.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,374,218	$ 1,479,731
Magazines	1,252,001	1,462,906
Business Publications	134,200	116,700
Network Television	343,427	——
Spot Television*	4,125,250	3,805,170
Spot Radio	3,683,000	1,800,000
Outdoor	4,456,105	4,145,503
Total Measured	15,368,201	12,301,010
Total Unmeasured	7,131,799	6,689,990
Estimated Total Expenditure	22,500,000	19,000,000†

*Includes $476,180 for Anheuser-Busch distributors in 1959 and $246,480 in 1958.

†Originally estimated by AA at $16,000,000, a total now believed low because 1958 point of sale (unmeasured) expenditures are now believed to have been under-estimated last year.

MARKETING PERSONNEL

William Bien, vp—marketing

Sales

T. C. Burrows, vp and general sales manager, brewery division

Thomas J. Ryan, sales manager, regional brands

J. W. Sieg, eastern sales manager

S. I. Lewis, southern sales manager

J. A. Huebner, central sales manager

John Flanigan, vp and western sales manager

Advertising

Walter T. Smith Jr., vp—advertising, merchandising and sales promotion

Raymond E. Krings, advertising manager

Walter Reisinger, advertising manager, Busch Bavarian beer

Warren Gibson, advertising manager, Regal beer and ale

E. F. Schmidt, merchandising manager

K. D. Fowler, sales promotion manager

ADVERTISING AGENCIES

D'Arcy Advertising Co., St. Louis—(Budweiser and Michelob beers)—Harry W. Chesley, account supervisor; James B. Orthwein and John C. Macheca, account executives.

Gardner Advertising Co., St. Louis—(Busch Bavarian beer)—John C. Naylor, account supervisor; Frank E. Heaston and Frank X. Fuchs, account executives.

J. M. Mathes Inc., New York and Miami (Regal beer and ale)—Eve Thiel, account executive.

Armour & Co.

	1959	1958
Sales	$1,869,801,148	$1,850,438,524
Earnings	14,066,731	5,559,542
Advertising	16,200,000*	16,200,000*

*Estimated by AA

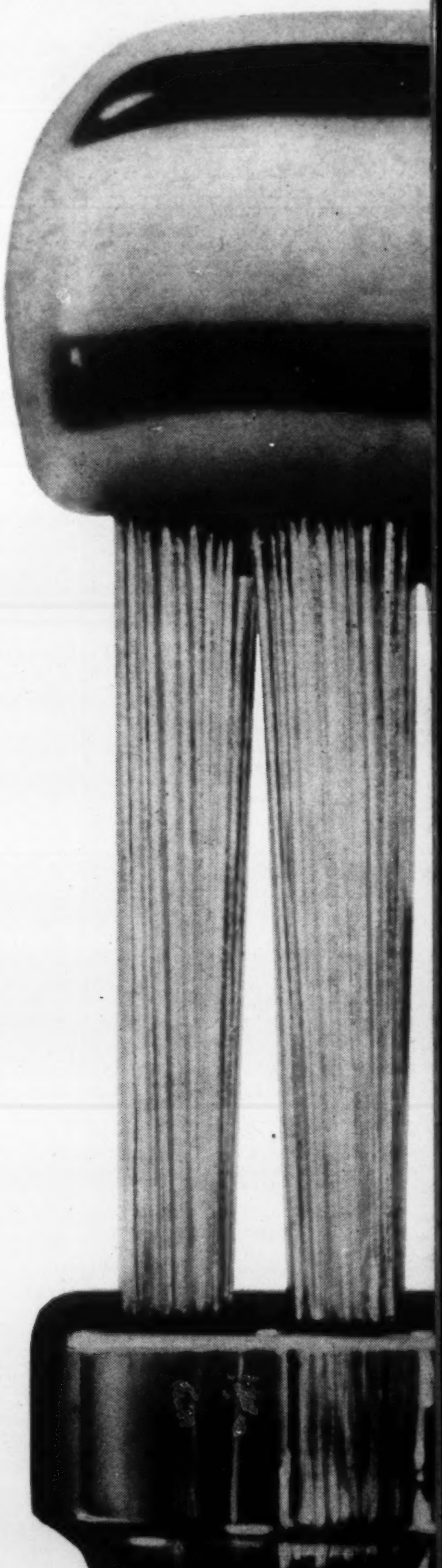
Armour & Co., Chicago, the nation's second largest meat packing company and 51st largest advertiser, is estimated by ADVERTISING AGE to have invested $16,200,000 in

WESH-TV
PREFERRED IN
ORLANDO-DAYTONA MARKET

LEVER BROTHERS
GOT MORE
FROM
CHANNEL 4

Specifically, in the words of Robert L. Jones, District Sales Manager of Lever Brothers, *"Thanks to the audience and in-store promotion delivered by KRCA, our Stripe tooth paste sales in the Los Angeles area are far exceeding our expectations."* Lever Brothers has a lot of distinguished company on KRCA...M.J.B. Coffee, Stokely-Van Camp, Alka-Seltzer, Schlitz, Alcoa Wrap, to mention but a few. You, too, can profit from a schedule on KRCA. You'll get KRCA's larger audiences—you'll get added benefit from KRCA's Key Value merchandising program—concentrated promotion where it pays off, at the store level... in many, many stores. The informed buyer knows, *in Los Angeles, you get more from Channel 4.*

Call your NBC Spot Sales representative for full details.



KRCA Los Angeles NBC Owned

advertising in 1959—the same total as the previous year.

As a result of a concerted economy drive over the last two or three years, the company rang up earnings last year of $14,066,731—the best profit year for Armour since 1951.

The bright earnings picture continued for the first half of 1960, with the company showing profits of $9,022,426, as compared with first half earnings in 1959 of $4,525,866. Sales of $840,514,138 for the first half, however, were considerably below first half sales last year of $922,339,498.

■ Armour's major advertising emphasis last year was in television—both in spot and network tv. The company raised its investment more than $1,000,000 in net tv and more than $500,000 in spot tv in 1959 over 1958. Armour sponsored four nighttime tv shows last year—two more than it did in 1958. The company cut back on all print advertising last year, and almost completely eliminated spot radio and outdoor.

The most important marketing development took place earlier this year when Armour shifted the control over marketing and advertising decisions from the general managers of seven regional marketing areas, created in 1957 in a move toward decentralization, to executives in the company's Chicago headquarters.

The general managers were apparently not spending as much money as they should have for advertising in their areas, conserving in order to end up with better earnings statements for their operations, AA learned. These practices hampered Armour's entire marketing program, and controls were again returned to headquarters, AA was told.

■ There have been a number of minor agency shifts this year by Armour: The company moved its $250,000 Armour Industrial Chemical Co. account from Foote, Cone & Belding to Buchen Co., and Armour Alliance Industries to Ketchum, MacLeod & Grove from FC&B. Armour also switched its Memphis Packing Co. subsidiary account from Merrill Kremer Inc., Memphis, to Greenhaw & Rush, Memphis, and it appointed J. J. Carroll & Associates, Des Plaines, Ill., to handle Armour Leather Co.'s upper leather division, Sheboygan, Wis., which had no previous agency.

Now—a shot in the arm helps heal stomach ulcers

The Armour Chemical Industries

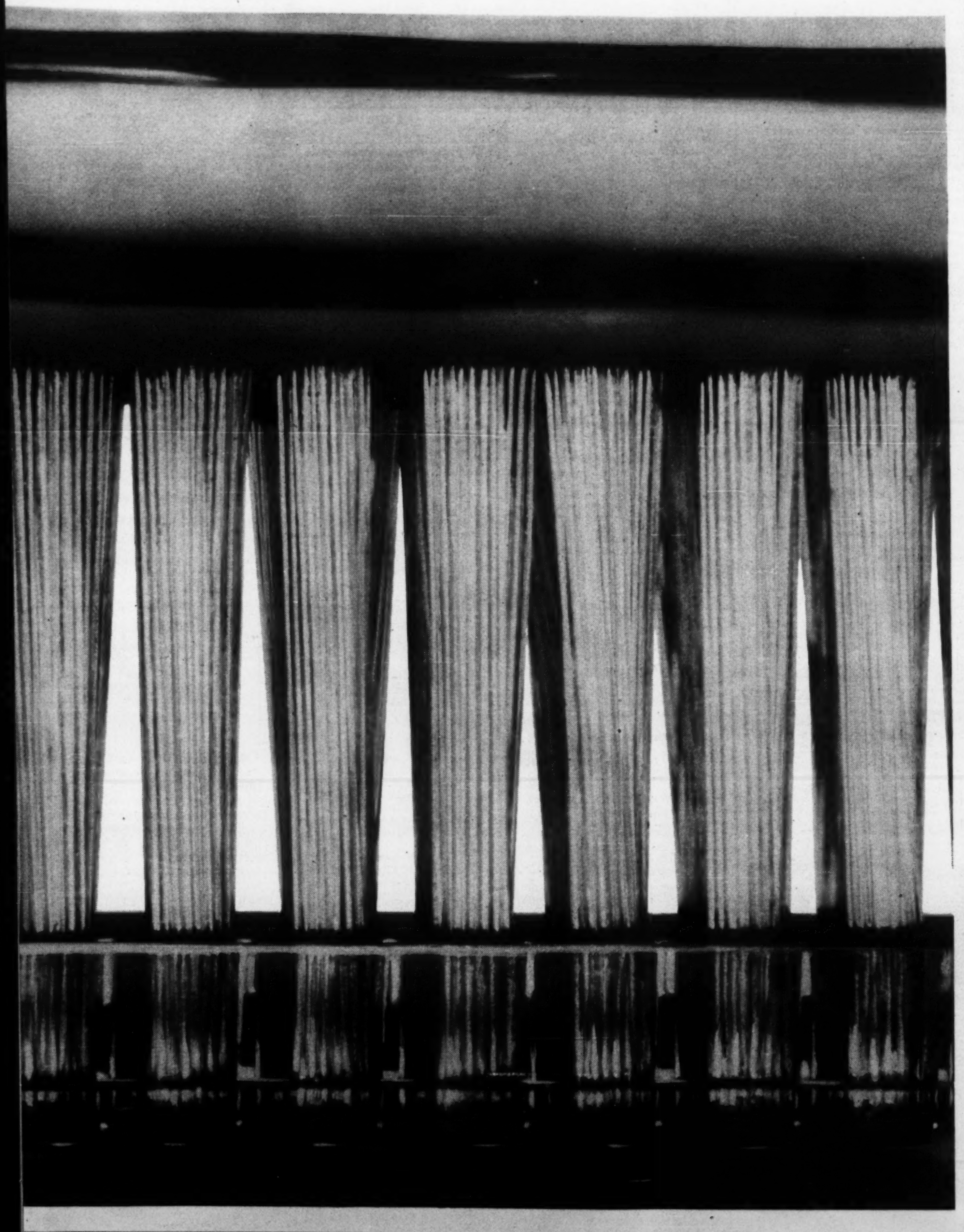
ULCER CURE?—*Full-color page is one of a new series appearing monthly in Fortune for Armour Chemical Industries. Ads highlight non-food products developed by subsidiaries of Armour & Co.*

The company launched a new corporate image push for Armour Chemical Industries this year with a series of full-page, full-color ads in *Fortune*. Armour Chemical Industries—the non-food end of the company—is composed of six companies which produce such items as mineral plant food, fatty acids, soaps, leather, adhesives and pharmaceuticals. The campaign was created by FC&B.

On the personnel side, Earl Winebrenner resigned as advertising manager of Armour Pharmaceutical Co. to join the Smith Dorsey division of Wander Co. He was succeeded by Harvey Giss, formerly market research director of the subsidiary. Lloyd E. Kronsnoble and Robert B. Strom joined Armour's grocery products division as brand managers, Mr. Kronsnoble on canned meats and Mr. Strom on Dash dog food.

At press time, Armour announced the resignations of Noel C. Peltier, advertising manager of Armour Foods, and J. R. Herd, manager, processed meat products. Emmet O'Neill, manager, local market development, was promoted to marketing manager and will assume many of Mr. Herd's former duties.

■ Armour lost a four and one-half year battle with several U. S. government agencies this year when it agreed to stop using the word "churn" in ads for Clover-



Need Source Material For a Campaign?

Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

NOW

IS THE TIME
– TO SELL TO THE
BOOMING BRAZILIAN
MARKET

says Cícero Leuenroth, president of

STANDARD *
PROPAGANDA S. A.

Never before, have Brazilians felt – as they do today – that the country is entering a decade of booming progress and growing sales. With a population of 65 million, which is increasing at the rate of 1.53 million *per annum*, Brazil is by far the surest bet for the manufacturer wishing to gain new markets. But Brazilians are not only more and more numerous every year, they are getting richer and richer. The *per capita* net income is growing steadily (117.5 % in the last 5 years). This, of course, means more buyers, buying more goods.

If you need other basic data about Brazil, do not hesitate. Please write us and we will be happy to mail you a copy of 'Mercados Selecionados', a market survey sponsored by Standard Propaganda S. A.
P. O. Box 4201 - Rio

* *The largest Brazilian advertising agency (317 employees in 5 offices) servicing, among others, the following clients:*

The Armour Co.
General Foods Corporation
Helena Rubinstein
Miles Laboratories
Shell Brazil Ltd.
The Parker Pen Co.
The Timken Roller
Bearing Co. of South America
Comp. Nationale Air France
Boeing Aircraft
Rolls-Royce (Aero Engines) Ltd.
Cluett & Peabody (Sanforized)
Remington Rand
Johnson Wax
American Can Co.
Admiral Corp.
Bausch & Lomb
International Harvester
Smith, Kline & French

bloom margarine. The government contended that "churn" could be used only for milk products. Armour said its margarine was churned in real butter churns.

The U. S. Department of Commerce turned down a request by Armour to prevent Texize Chemicals Inc. from registering the trade name Whee, contending that it was too similar to Gee, a heavy-duty detergent made by Armour.

Although Armour is best known as a meat packer and food company, about 40% of its assets are involved in non-food businesses. With its Dial soap entry in the soap field, the company has estimated that it has more than 12% of the toilet soap dollar market. Gentle Chiffon, a liquid dishwashing detergent which was introduced in test markets in 1958, was expanded to national distribution last year.

Among the new products introduced last year were a line of frozen dinners—Hasty Hearth; a 1½ lb. refrigerated canned miniature ham; and Alpha Chymar, a new pharmaceutical enzyme for use by surgeons in operations for cataracts.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,544,650	$ 2,225,387
Magazines	2,211,944	2,648,145
Farm Publications	141,994	247,553
Business Publications	915,600	1,035,500
Network Television	4,599,368	3,532,737
Spot Television	1,291,160	738,350
Outdoor	——	80,457
Spot Radio	——	500,000
Total Measured	10,704,716	11,008,129
Total Unmeasured	5,495,284	5,191,871
Estimated Total Expenditure	16,200,000	16,200,000

ARMOUR & CO.—GENERAL OFFICES

MARKETING PERSONNEL
All located in Chicago

Advertising

Kenneth L. Skillin, advertising director

Public Relations

E. L. Heckler, manager
Edward G. Gold, assistant manager

ARMOUR FOODS

Chicago

MARKETING PERSONNEL

Advertising

(No ad mgr. at present. Position to be filled.)

Marketing and Sales

J. C. Mommsen, vp, sales
Earl Clements, sales manager
E. J. Carty, manager, national account sales
W. M. Elder, manager, trade relations
G. A. Kemp, manager, international sales
D. B. Love, manager, frosted meats
C. V. Olmstead, manager, food service
Emmet O'Neill, marketing manager
Sam Teitelman, manager, marketing and consumer research
Lloyd Woodall, vp and general manager, dairy, poultry & margarine division
C. C. Tatham, assistant general manager and marketing director, dairy, poultry & margarine division
W. B. Johnson, assistant marketing director, dairy, poultry & margarine
T. C. Gordon, general manager, special products division
R. E. Rogers, sales manager, special products division
J. I. Hunter, general manager, beef division
R. M. Dall, general manager, pork division
A. J. Sullivan, general manager, lamb and veal division

SWINGLES.*
CUSTOM MADE
ONLY $68
U.S. only
the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • Plaza [illegible]

Top 25 Business Paper Advertisers

Rank	Advertiser	Expenditure 1959	Expenditure 1958
1.	General Electric	$ 4,060,000	$ 3,284,700
2.	U. S. Steel	3,837,900	2,685,900
3.	General Motors	3,179,000	2,890,000
4.	American Cyanamid	2,818,000	2,950,000
5.	Allis-Chalmers	2,681,100	2,371,100
6.	Du Pont	2,637,000	2,846,000
7.	Merck & Co.	2,455,800	2,384,300
8.	Allied Chemical	2,075,000	1,980,000
9.	Abbott Labs	1,767,000	1,452,000
10.	Westinghouse	1,733,000	1,930,500
11.	Union Carbide	1,662,300	1,583,100
12.	Eastman Kodak	1,650,000	1,500,000
13.	Republic Steel Co.	1,621,100	1,373,800
14.	Continental Can Co.	1,500,000	1,500,000
15.	Minneapolis-Honeywell Regulator Co.	1,500,000	**
16.	Colorado Fuel & Iron	1,412,900	1,197,400
17.	B. F. Goodrich	1,365,500	1,219,200
18.	Bethlehem Steel	1,311,500	1,110,500
19.	Bendix Corp.	1,272,000	1,200,000
20.	Caterpillar Tractor	1,271,400	1,323,000
21.	Dow Chemical Co.	1,239,200	1,050,200
22.	Eli Lilly & Co.	1,204,400	1,169,400
23.	Armco Steel Co.	1,117,000	**
24.	Westinghouse	1,090,000	1,930,500
25.	Smith, Kline & French	1,080,000	1,125,000

Source: Associated Business Publications
**Not in top 25 in 1958.

J. O. Epeneter, general manager, refinery division
L. H. Van Dan Acker, general manager, by-product sales

Regional Sales

W. A. Coon, vp and general manager, western area (located in San Francisco)
L. F. Sanboeuf, sales manager, western area
B. E. Hoover, vp and general manager, southeast area (Atlanta)
J. J. McInerney, vp and general manager, north-central area (Pittsburgh)
H. E. Stepp, vp and general manager, northeast area (New York)
T. R. St. John, vp and general manager, southwest area (Dallas)
J. B. Teel, sales manager, southwest area
Jack Thomas, vp and general manager, midwest area (Omaha)
A. L. Hare, sales manager, midwest area
C. W. Campbell, sales manager, midwest area
M. E. Barnes, general manager, St. Paul area (St. Paul)
E. R. Hart, general sales manager, St. Paul area
H. E. Maxeiner, marketing manager, St. Paul area

ADVERTISING AGENCY

N. W. Ayer & Son, Chicago—dairy, poultry and margarine; frosted meats; refinery division; smoked meats including ham and bacon; fresh, dried and smoked sausage; casings; beef division; advertising for miscellaneous departments and divisions—Russell G. Brown, account supervisor; T. W. Prescott, J. R. Lee, Joseph Gerbl and Dewey Dewees, account executives (processed meats); Fred Charlton, account executive (special products division); Lynn Werner, account executive (dairy, poultry & margarine, refinery division); Russell Behr, account executive (feed additives).

JACOB E. DECKER & SONS

Mason City, Ia.

MARKETING PERSONNEL

P. J. Thogerson, general manager
L. P. Green, sales manager

ADVERTISING AGENCY

N. W. Ayer & Son, Chicago—all products—Russell G. Brown, account supervisor.

DRUMMOND PACKING CO.

Eau Claire, Wis.

MARKETING PERSONNEL

J. A. Goldammer, general manager

ADVERTISING AGENCY

N. W. Ayer & Son, Chicago—all products—Russell G. Brown, account supervisor.

MEMPHIS PACKING CO.

Memphis

MARKETING PERSONNEL

R. W. Mank, general manager
H. P. Schultz, sales manager

ADVERTISING AGENCY

Greenhaw & Rush, Memphis—all products—Harold Bartlett, account executive.

PITTSBURGH PROVISION & PACKING CO.

Pittsburgh, Pa.

MARKETING PERSONNEL

V. T. Scheffler, general manager
W. D. Reese, sales manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—all products—William Genge, account supervisor; Clyde Fisher, account executive; D. F. Williams, account assistant.

PFAELZER BROS.

Chicago

MARKETING PERSONNEL

Stanley Dial, manager, home service division
John Magnus, marketing manager, institutional division.

ADVERTISING AGENCY

North Advertising, Chicago—all products—Richard M. Fechheimer, account supervisor; Cyrus Nathan, group head.

ARMOUR CHEMICAL INDUSTRIES

(This category includes the following six non-food companies)

ARMOUR AGRICULTURAL CHEMICAL CO.

Atlanta

MARKETING PERSONNEL

W. E. Shelburne, president and general manager
H. V. Miller, general manager, mixed fertilizer division
R. L. James, general manager, nitrogen-phosphate division
J. Harry Varner, advertising manager

ADVERTISING AGENCY

Liller, Neal, Battle & Lindsey, Atlanta—Armour fertilizers and chemicals—William W. Neal, account supervisor.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$104,313	$138,813
Magazines	89,055	80,090
Farm Publications	52,310	47,073
Business Publications	——	8,000
Spot Television	149,110	73,700
Total Measured	394,788	347,746

ARMOUR ALLIANCE INDUSTRIES

Alliance, O.

MARKETING PERSONNEL

C. B. Johnson, vp and general manager
R. C. Hepple, marketing director
W. Kennedy, advertising manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—all products—W. S. Reed, account supervisor; E. G. Trageser, account executive.

ARMOUR GROCERY PRODUCTS DIVISION

Chicago

MARKETING PERSONNEL

J. M. Hoerner, vp and general manager
Robert B. MacLean, marketing director
D. L. Duensing, advertising and merchandising manager
G. M. Keller, national sales manager

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—Dial soap and Dial shampoo, liquid Chiffon, Dash dog food, canned meats, Glad soap, Princess Dial, Armour Chemical Industries (corporate advertising)—William R. Forrest, management representative; James W. Cameron, account supervisor (Dial soap and shampoo, liquid Chiffon, Princess Dial, Armour Chemical Industries); Dave Ofner, account executive (Armour Chemical Industries); W. C. Pool, account executive (Dial soap and shampoo, Princess Dial); Elwood Ratliffe, account executive (liquid Chiffon); John L. Rigotti, account supervisor (Dash dog food, Glad soap, canned meats, new products); Robert Imel, account executive (Dash dog food); Phil Leekely, account executive (canned meats).

ARMOUR INDUSTRIAL CHEMICAL CO.

Chicago

MARKETING PERSONNEL

M. E. Lewis, vp and general manager
B. W. Graham, sales director
E. A. Michals, advertising manager

ADVERTISING AGENCY

Buchen Co., Chicago—all products—Philip M. White, account supervisor; Jack Eigel, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$22,369	——
*Business Publications	125,000	——
Total Measured	147,369	——

*Estimated by AA.

*The company also invests considerable money in business publications but the total is not available.

ARMOUR LEATHER CO.

Chicago

MARKETING PERSONNEL

C. L. Heselton, president and general manager
Frank R. Lemp, general manager, upper leather division (Sheboygan, Wis.)
P. W. Kenyon, general manager, sole leather division (Williamsport, Pa.)
H. J. Houk, general manager, Winslow division (Boston)

ADVERTISING AGENCY

J. J. Carroll & Associates, Des Plaines, Ill.—upper leather division—J. J. Carroll, account supervisor.

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$ 3,215	——
*Business Publications	400,000	——
Total Measured	414,955	48,314

*Estimated by AA

ARMOUR PHARMACEUTICAL CO.

Chicago

MARKETING PERSONNEL

Robert A. Hardt, president and general manager
C. W. Tarbet, marketing director
H. E. Giss, advertising manager

ADVERTISING AGENCY

Jordan, Sieber & Corbett Inc., Chicago—all advertising for Armour Pharmaceutical Co.—Frank J. Corbett, account supervisor (pharmaceutical products); William Klingensmith, account executive (pharmaceutical); Paul Sieber, account supervisor (veterinary products); A. O. Davies, account executive (veterinary).

ADVERTISING EXPENDITURES

	1959	1958
*Farm Publications	$14,955	$48,314
*Total Measured	14,955	48,314

*The company also invests considerable money in business publications but the figure is not available.

Armstrong Cork Co.

	1959	1958
Sales	$290,619,973	$249,859,203
Earnings	19,207,165	13,607,382
Advertising	8,200,000*	8,000,000*

*Estimated by AA

Armstrong Cork Co., Lancaster, Pa., the nation's 87th largest national advertiser, increased its advertising expenditure 2.5% in 1959, a record sales and earnings year.

The company continued to concentrate its money in three main media: network tv, magazines, and business publications, with the heaviest spending in network tv and magazines. Current expenditures are running ahead of last year's.

AA estimates that the company bills about $1,350,000 for its building materials, through Ogilvy, Benson & Mather. Through Batten, Barton, Durstine & Osborn, which handles the flooring, industrial, glass and closure divisions, as well as "Armstrong Circle Theater," the company bills an estimated $4,350,000.

■ The company's record 1959 sales were up 16% and earnings up 41% from the previous year.

The sales trend continued to spiral upward 4.6% in the first three months of 1960, although earnings dropped 9%. The drop was "due to high expenses," the

The 100 leading general advertisers in newspapers

In New York, in 1959:

98 ran in New York City newspapers

x95 used the New York News,

xx62 spent more in The News than in any other New York City newspaper

These leading advertisers are among the largest corporations in this country. All of them have able advertising agencies and marketing departments. All of them base their selling and advertising programs on the fullest information, and their own experience records.

Of the hundred, ninety-eight advertise in New York newspapers, and ninety-five use The News. Sixty-two of the ninety-five spend more money in The News than in any other New York newspaper. And they do it year after year!

There is no substitute in New York for the coverage, the quality audience, regularity of readership, the reader impact, all-over influence of The News—and its low, low cost per thousand of $1.90! And no other medium today delivers more sell for the money!

THE NEWS, *New York's Picture Newspaper*

with more than twice the circulation, daily and Sunday, of any other newspaper in America

			Total U. S. Expenditure	Spent in N.Y. News	News % in N. Y.
x	1	General Motors Corp.	$38,622,558	$521,580	17.4
xx	2	Ford Motor Co.	19,679,542	392,200	26.0
x	3	Chrysler Corp.	18,095,839	329,700	21.4
xx	4	General Foods Corp.	13,738,272	809,629	63.5
xx	5	Distillers Corp.—Seagram's, Ltd.	11,373,763	757,192	36.9
xx	6	American Tobacco Co.	9,257,883	306,556	30.1
xx	7	American Motors Corp.	8,507,433	136,948	28.9
xx	8	R. J. Reynolds Tobacco Co.	8,192,351	175,550	27.4
x	9	National Distillers & Chemical Corp.	8,069,376	144,812	24.5
x	10	General Electric Co.	7,591,773	246,518	34.2
xx	11	Schenley Industries, Inc.	7,549,830	229,263	26.2
xx	12	Colgate-Palmolive Co.	7,300,542	374,068	50.8
xx	13	General Mills, Inc.	7,064,547	346,943	64.8
xx	14	Lever Bros. Co.	6,876,767	292,928	52.7
xx	15	P. Lorillard Co.	6,779,442	243,678	23.3
xx	16	National Dairy Products Corp.	6,545,894	442,255	63.7
xx	17	Procter & Gamble Co.	6,249,563	343,517	56.0
xx	18	Pillsbury Co.	5,305,357	50,222	34.8
xx	19	Philip Morris, Inc.	4,998,560	359,661	34.2
xx	20	Campbell Soup Co.	4,906,207	368,185	65.5
x	21	Eastern Air Lines, Inc.	4,294,856	209,239	16.4
xx	22	Quaker Oats Co.	4,060,609	239,718	80.8
xx	23	AmericanHomeProd.Corp.	3,967,967	194,044	62.7
xx	24	Kellogg Co.	3,927,363	244,376	68.8
xx	25	Borden Co.	3,799,166	153,616	42.4
xx	26	Studebaker-PackardCorp.	3,743,778	72,392	24.0
x	27	Trans World Airlines, Inc.	3,635,011	204,408	21.7
xx	28	Hiram Walker-Gooderham & Worts, Ltd.	3,445,156	190,521	32.3
x	29	Standard Brands, Inc.	3,388,216	63,541	23.5
x	30	American Airlines, Inc.	3,302,266	148,299	20.1
xx	31	Liggett&MyersTobaccoCo.	3,262,609	112,078	22.6
x	32	Standard Oil Co. (Indiana)	3,252,097	32,277	27.0
xx	33	Pepsi-Cola Co.	3,222,211	107,193	49.1
xx	34	GoodyearTire&RubberCo.	3,207,669	127,206	64.5
x	35	Doubleday & Co., Inc.	3,055,069	52,275	11.0
	36	Carnation Co.	2,987,661	—	—
xx	37	Swift & Co.	2,919,317	174,910	70.3
x	38	Socony Mobil Oil Co., Inc.	2,850,711	74,532	21.2
xx	39	H. J. Heinz Co.	2,843,715	163,687	54.3
x	40	Shell Oil Co.	2,566,606	35,270	29.3
xx	41	National Biscuit Co.	2,500,723	119,716	75.8
x	42	Pan American World Airways	2,488,295	63,649	7.7
xx	43	Florida Citrus Commission	2,452,765	145,715	51.2
x	44	Curtis Publishing Co.	2,442,550	27,347	3.9
xx	45	Steel Companies Coordinating Committee	2,405,469	54,420	19.6
x	46	Rexall Drug Co.	2,337,297	5,296	5.0
x	47	Brown-Forman Distillers Corp.	2,268,221	44,457	37.4
xx	48	Westinghouse Elec. Corp.	2,212,259	39,274	47.2
xx	49	Liebmann Breweries, Inc.	2,210,468	460,528	28.3
xx	50	ContinentalBakingCo.,Inc.	2,208,705	55,000	97.1
xx	51	Standard Oil Co. (N.J.)	2,175,411	49,197	32.9
x	52	Delta Air Lines, Inc.	2,154,953	59,534	17.2
	53	Phillips Petroleum Co.	2,145,939	—	—
x	54	Columbia Broadcasting System, Inc.	2,127,269	30,278	12.8
	55	Standard Oil Co. of Cal.	2,087,706	—	—
x	56	National Airlines, Inc.	2,083,415	121,662	20.2
xx	57	Brown & Williamson Tobacco Corp.	2,063,356	45,001	27.0
xx	58	Sterling Drug, Inc.	2,017,570	128,453	59.4
xx	59	Gillette Co.	1,977,553	100,089	53.8
x	60	Eastman Kodak Co.	1,965,392	85,376	28.7
xx	61	ConsolidatedCigarSales,Inc.	1,961,160	161,708	56.2
xx	62	FirestoneTire&RubberCo.	1,954,355	178,132	67.5
x	63	United Air Lines, Inc.	1,924,971	78,136	18.5
xx	64	American Dairy Assn.	1,923,548	76,712	76.6
xx	65	Prudential Insurance Co.	1,913,440	89,975	56.5
xx	66	Sun Oil Co.	1,892,928	63,190	32.4
xx	67	Derby Foods, Inc.	1,886,115	146,608	53.9
xx	68	Helene Curtis Indus., Inc.	1,874,654	63,601	53.1
xx	69	Warner-Lambert Pharmaceutical Co., Inc.	1,817,364	62,885	51.8
xx	70	Zenith Radio Corp.	1,807,925	45,034	33.8
x	71	E. I. Du Pont De Nemours & Co., Inc.	1,806,412	47,340	10.9
x	72	Helena Rubenstein, Inc.	1,759,850	32,190	45.3
xx	73	B. F. Goodrich Co.	1,758,200	45,187	62.8
x	74	Radio Corp. of America	1,748,709	151,732	23.4
xx	75	General Cigar Co.	1,746,957	124,516	35.8
xx	76	Libby, McNeill & Libby	1,720,453	118,655	61.4
x	77	Heublein, Inc.	1,716,558	88,993	30.3
xx	78	Simoniz Co.	1,686,887	136,500	80.5
xx	79	Miles Laboratories, Inc.	1,636,860	27,868	47.2
x	80	Reader's Digest Assn., Inc.	1,631,430	80,880	24.7
xx	81	Star-Kist Foods, Inc.	1,595,339	122,593	72.0
x	82	Time, Inc.	1,594,441	24,712	2.9
xx	83	Armour & Co.	1,544,650	42,482	72.5
xx	84	Minute Maid Corp.	1,530,796	93,926	75.0
xx	85	Green Giant Co.	1,496,288	68,023	59.3
xx	86	Corn Products Company	1,459,015	78,011	47.1
x	87	Wm. Wrigley Jr. Co.	1,444,073	15,613	18.2
x	88	Renfield Importers, Ltd.	1,427,432	38,909	14.4
x	89	Anheuser-Busch, Inc.	1,374,218	2,158	4.9
x	90	Institute of Life Insurance	1,365,083	21,064	17.1
xx	91	New York Life Insurance	1,364,095	75,650	55.4
x	92	United Steel Workers of America	1,359,524	8,669	5.2
xx	93	Bristol-Myers Co.	1,343,395	102,992	81.1
xx	94	Greyhound Corp.	1,332,863	73,297	28.4
xx	95	Beacon Co.	1,315,878	203,662	45.6
x	96	Whirlpool Corporation	1,314,286	97,992	36.3
xx	97	Nestle Co., Inc.	1,309,016	75,612	48.8
	98	Continental Air Lines, Inc.	1,301,893	—	—
	99	GlenmoreDistillersCo.,Inc.	1,300,905	—	—
xx	100	Plough, Inc.	1,263,772	104,986	69.0
		TOTAL	$382,968,606	$14,176,172	33.3

Cultivate the customers that count . . . A good salesman spends his time servicing his present customers and cultivating his prime prospects. He concentrates his attention on the accounts where the possibilities are most promising.

Advertising should concentrate, too. On the men in the companies which have the greatest sales potential. And on the men in management with positive purchasing influence.

That's where Fortune concentrates. And why advertising in **FORTUNE** *gets results.*

Agricultura de las Américas
World Farming

WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

company said, "incurred in expanded plant capacity and in increased selling, advertising, promotion and research efforts, planned in anticipation of highly competitive market conditions."

Armstrong foreign subsidiaries reported a 12% increase in sales and a 64% jump in earnings in 1959. Earnings were $1,461,000 on combined sales of $26,259,000, as against earnings of $891,000 on sales of $23,325,000 in 1958.

▪ 1959 was the company's 42nd year of magazine advertising and its ninth year for the "Armstrong Circle Theater" (CBS-TV). The company also sponsored a segment of the "Jimmy Dean Show" (also CBS-TV) from 1957 until it went off the air in mid-1959. It then switched to "Top Dollar" and then into Art Linkletter's "House Party" for the full season. In spring, 1960, it signed 13-week schedules as a participating sponsor for three other daytime CBS-TV shows besides "House Party": "I Love Lucy," "The Edge of Night" and "Love of Life." This fall, Armstrong will sponsor segments of "The Brighter Day," "The Verdict Is Yours," and "House Party."

Its '59 magazine advertising was highlighted by two multiple-page ads, the largest ads the company had ever scheduled. To let the public know that Armstrong is the major producer of quality vinyl floorings of all types, the company ran an eight-page color ad in six magazines, backed up by increased flooring advertising in newspaper supplements and tv. The second multiple-page ad was a 12-page color insert in two architectural magazines introducing Armstrong Acoustical Fire Guard.

▪ Armstrong makes more than 350 different types of products for both consumer and industrial use. These fall into three main groups: resilient flooring and building materials; industrial specialties; and packaging materials.

The flooring division is No. 1 in the industry, and it has been estimated that 60-65% of the company's gross comes from building materials.

▪ Products of the three divisions include:

• Building materials: (1) Resilient flooring, floor and wall coverings including vinyl Corlon and other plastic sheet goods, Excelon vinyl-asbestos and other resilient tiles, linoleum, printed felt-base floor coverings, and Deltox fibre rugs; (2) residential and commercial ceilings, including a complete line of mineral fiber and Cushiontone fiberboard acoustical materials; (3) residential insulation products, including Temlok sheathing, shake and shingle backer-boards, Roof Deck, other decorative fiberboard materials and insulating wool; and (4) a variety of industrial and commercial insulation products.

• Industrial specialties: used by manufacturers in the automotive, transportation, textile, shoe, electrical, air-conditioning and furniture industries. These products perform gasketing, sealing, bonding, frictional, filtering, noise-damping and many other functions.

• Packaging products—glass containers, prescription ware, plastic vials, food jar caps and beverage crowns used in six market areas: food; medicinal and health; household, chemical and industrial; toiletries and cosmetics; beer and soft drinks; wine and liquor.

▪ The company attributed its record sales volume in '59 in part to better business conditions: a record volume of building construction, stepped-up automobile production, along with some rebuilding of depleted inventories in other industries served by the company, and growing consumer demand for foods, drugs, beverages and cosmetics which in turn resulted in sales for Armstrong's packaging materials.

Armstrong, however, said the company's own organization gave the principal impetus to the 1959 progress, through new products, services and marketing approaches.

Additions to Armstrong's growing vinyl floorings line in '59—the most comprehensive in the industry—included Futuresq Supreme sheet Corlon, featuring "pearlescent" and metallic highlights and a centennial series of Excelon vinyl-asbestos tile.

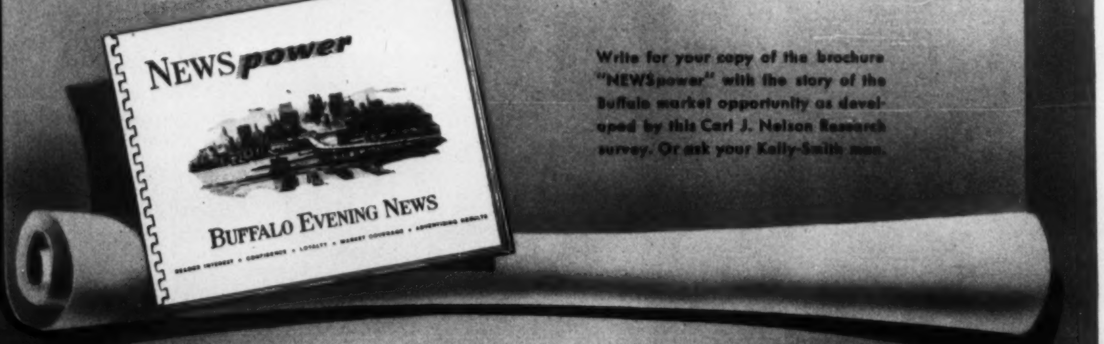
▪ Among new building products introduced in 1959 was Armstrong Acoustical Fire Guard, a fire-protective acoustical ceiling material. An extensive information program was carried out to gain acceptance for the product under fire and building codes and among architects, contractors, etc.

To strengthen its position as a supplier to mobile home manufac-

what YOU should know about ADVERTISING OPPORTUNITIES in BUFFALO

You will get a new understanding of merchandising factors in the Buffalo market from a recent complete survey of newspaper reading habits in this city and its suburbs.

Organized to produce a fully rounded statistical picture, the survey provides a detailed description of Buffalo area newspaper readers. It covers fully their characteristics of income, home-ownership and occupational groups, the shopping habits of housewives and the relation of newspaper readership to family purchases. It uncovers new facts about newspaper coverage and reading habits in this important market.



Write for your copy of the brochure "NEWSpower" with the story of the Buffalo market opportunity as developed by this Carl J. Nelson Research survey. Or ask your Kelly-Smith man.

BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

3
Third in a servies of CG ads.
There is a difference . . .

. . . not only in time!

Apart from the time difference, there are many other respects in which Europe differs from America. Factors such as education, environment, and standard of living shape peoples, their wants and needs. These factors are responsible for habits, attitudes, consumer preferences, and the degree to which people are receptive to various marketing and advertising methods.

Of course, you know of these differences, but do you know them? The CARL GABLER Agency does, and its highly qualified experts synchronize your advertising and sales efforts to meet European requirements.

CARL GABLER is a long-established yet up-to-the-minute German agency aware of your expectations of good service — and able to provide fully the service you seek.

One of Europe's finest Advertising and Marketing Agencies

CARL GABLER
WERBEGESELLSCHAFT MBH

For advertising in Europe, consult the CARL GABLER Agency. We offer all the services and facilities of a modern advertising and marketing agency:

Marketing Consultancy · Market Research · Motivation Research · Media Research · Merchandising · Sales Promotion · Campaign Planning · Copy and Art Production · Space and Time Buying.

CARL GABLER WERBEGESELLSCHAFT MBH

Karlsplatz 13, MÜNCHEN 2 · Germany · Tel. 557991 · Telex 05 22714

BRANCH OFFICES IN: AUGSBURG · BIELEFELD · FRANKFURT · HAMBURG · NÜRNBERG · STUTTGART

responsibility in one division for the marketing of all its products to this industry. This was formerly divided between two divisions. For this industry, the company also introduced Cushiontone acoustical ceiling cut in ten-foot lengths, especially designed to reduce installation time.

In the industrial specialties area, a technical development called "beater saturation" resulted in a number of product introductions. An Armstrong process for coating fibers, it has made possible a group of new asbestos fiber gasketing materials. It has also been applied to leather fibers to produce a composition leather more uniform and moisture-resistant than natural leather. This product is now used in handbags and has potential uses in belts, luggage, seat covering and similar products.

Plastic foams, the source of several Armstrong products in recent years, yielded another in 1959. Called Resilo-Pak, the new material is used to cushion and protect fragile products, such as fine china and electronic parts, during shipment.

■ Among new developments in the company's packaging materials was a surface protective coating for glass which reduces breakage. The company also became the first packaging materials supplier to use a Videometric Comparator. This electronic testing device measures relative brightness and legibility of packages and labels.

In the medicinal and health field, Armstrong developed a new method of molding plastic medicine droppers which makes them more accurate and less breakable.

In January, 1959, the company set up an International Operations to coordinate its marketing and production outside the U.S. This new unit combined the former export division and Foreign Operations. In September, 1959, the company formed a Swiss corporation—Armstrong Cork International S. A.—to coordinate the marketing of its British, Canadian and Spanish subsidiaries. In May 1960, ground was broken in Munster, West Germany, for a plant to produce resilient tile flooring.

This year marks the company's 100th anniversary, an event which the company is celebrating in dignified fashion with the theme, "Beginning our second century of progress." Rather than holding public celebrations honoring the past, Armstrong is observing its centennial "within the family"—among employes, stockholders, customers and community neighbors—with activities designed to foster "constructive contributions for future growth."

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 207,850	$ 810,559
Magazines	2,105,360	1,585,054
Farm Publications	12,400	44,956
Business Publications	400,000	350,000
Network Television	2,998,265	2,764,452
Total Measured	5,723,875	5,554,121
Total Unmeasured	2,476,125	2,445,879
Estimated Total Expenditure	8,200,000	8,000,000

MARKETING PERSONNEL

Sales

C. N. Painter, vp and general manager, floor and industrial operations
J. H. Binns, general sales manager, floor division
W. B. Tucker, general sales manager, industrial division
J. H. Hetzel, vp and general manager, packaging materials operations
H. R. Peck, vp and general manager, building materials operations
J. V. Jones, general sales manager, building products division
A. E. Pearce, general sales manager, insulation division
I. W. Keller, vp and general manager, international operations
F. M. Ritts, general manager, international marketing division

Advertising, Promotion & Public Relations

Max Banzhaf, director of advertising, promotion and public relations
C. W. Moodie Jr., assistant director and general manager of advertising and promotion
A. H. Forster, assistant director and general manager of public relations and staff services department
W. A. Mehler Jr., assistant general manager of public relations and staff services department
Clyde O. Hess, manager of public information section
Matthew W. Harrison, manager of employe information section
Glen P. Dalrymple, manager of floor division creative section
D. J. Day, manager of building materials creative section
F. A. Minet, manager of industrial and export creative section
Robert D. Wilcox, manager of packaging materials creative section
Donald G. Goldstrom, manager of special promotions section
J. V. Glass, manager of art and photographic section
A. F. Rudy, manager of production and budgetary control

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—floor, industrial, and packaging materials divisions—LeRoy Dreher, account executive.

Ogilvy, Benson & Mather, New York—building materials—Douglas Bomeisler, account executive.

Bayuk Cigars Inc.

	1959	1958
Sales	$52,218,725	$40,493,802
Earnings	1,937,048	1,014,586
Advertising	7,100,000*	4,600,000*

*Estimated by AA

Bayuk Cigars Inc., Philadelphia, making its first appearance among the 100 leading national advertisers this year, is the nation's 90th largest advertiser. During 1959, the cigar maker boosted its advertising expenditures by 54% to $7,100,000 and spent the major portion of its budget in network television.

Earnings showed a hefty 91% increase to $1,937,048 in 1959. Sales jumped to $52,218,725, 29% above the previous year.

E. Archie Mishkin, Bayuk president, attributed most of the sales gain to the new shapes and milder cigars being promoted nationally by the company. He believed that most of the increase came from new smokers, much of it from younger men and cigaret smokers who now also smoke cigars. Other sources have attributed part of the increase to the company's marketing of its Phillies Panatella cigar (formerly priced at 10¢) in a package of 5 for 39¢, and the creation of a new shape, Phillies Blunts, also at 5 for 39¢, both taking place in 1958. In December of 1958 Bayuk marketed its Phillies Cheroot at 5 for 28¢, launching a completely integrated "Old West" campaign. In early 1960 another shape, Phillies Sports, at 5 for 39¢, was introduced.

Sales in the first quarter of 1960 were $11,385,865, up 8% from $10,487,241 in the 1959 first quarter. Earnings rose to $367,060 from $336,683 in the previous first quarter.

Bayuk ranked third among the cigar manufacturers in 1959, with a 12.6% share of the estimated industry sales volume of $417,000,000, according to the Cigar Manufacturing Assn. Leading the field was Consolidated Cigar Co. with a 21.6% share, followed by General Cigar Co. with 14.7%. American Tobacco Co. generally is felt to be the fourth largest cigar maker, but the company gives no breakdown for cigar sales. Bayuk's leading brand, and one of the largest sellers in the country, is Phillies.

■ Bayuk, which has been using a combination of print and broadcast advertising over the past few years, in 1959 cut its newspaper outlay by $1,000,000 from the previous year while boosting its network tv expenditure from less than $1,000,000 to $5,962,772. Most of the company's 1959 network tv expenditure went to promote its Phillies cigars ($5,878,421), while $84,351 was spent on Webster cigars.

During the 1959-60 season, Bayuk sponsored some 200 sports shows on NBC-TV. Included in the cigar maker's year-round sports schedule was "Major League Baseball," National Collegiate Athletic Assn. football games, professional and college basketball, "World Championship Golf," Hialeah racing, "Jackpot Bowling," and the Russian-American track meet. Scheduled thus far for the 1960-61 season is NBC's "Jack Pot Bowling," with Milton Berle.

MIRACLE MILD—*Bayuk Cigars put most of its estimated $7,100,000 advertising budget into network tv for Phillies cigars, stressing he-men in real-life situations.*

Commercials on the sports shows promoted cigar smoking as a fashionable, day-to-day practice. Hard-sell copy touted such features as shape, mild taste and aroma.

■ In addition, Bayuk used participations on NBC's "Jack Paar Show" to promote its higher priced Webster brand. The commercials emphasized the dignity and distinction of smoking a Webster.

The company's merchandising efforts have been built around its cigar boxes. Pictures on the box tops feature the sports event on which the particular brand is advertised.

In the fall of 1958, Bayuk launched what was thought to be the first consistent saturation advertising campaign ever carried out for cigars. Although the company cut back in its newspaper schedule last year, it still is represented in the sports pages of some newspapers.

Phillies Cheroots, a new shape, was introduced early in 1959 with a national campaign. Other new shapes brought out in 1960 are Phillies Sports and Webstér Ad-Libs. Also introduced was the new three-pack for Cheroots, Panatellas and Perfectos in the piggy-back container for display.

■ In addition to the Phillies and Webster brands, Bayuk markets Seidenberg, Cinco, Tom Moore, Flor de Melba, John Ruskin and Royalist cigars. Besides the Philadelphia headquarters, Bayuk has sales branches in New York, Brooklyn, Carle Place, N. Y., Boston and Chicago. Manufacturing plants are maintained in Philadelphia, Steelton and York, Pa., and Selma, Ala.

During 1959, John F. Des Reis was promoted from general sales manager to vp in charge of marketing. John E. Sperzel was named marketing manager.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 180,469	$1,848,200
Magazines	594,270	344,610
Business Publications	20,000	20,000
Network Television	5,962,772	743,001
Spot Television	162,910	127,620
Total Measured	6,920,421	3,083,431
Total Unmeasured	179,579	1,516,569
Estimated Total Expenditures	7,100,000	4,600,000

MARKETING PERSONNEL

Marketing

John F. Des Reis, vp in charge of marketing
Jack E. Sperzel, marketing manager

Advertising

Magnus Hendell, director of advertising
Mort Yanow, television director

ADVERTISING AGENCY

Wermen & Schorr, Philadelphia—all brands—J. Leonard Schorr, account supervisor, and Lester Harmon, account executive.

Beech-Nut Life Savers Inc.

	1959	1958
Sales	$115,568,322	$114,974,768
Earnings	8,104,045	8,121,605
Advertising	13,050,000	9,800,000

Beech-Nut Life Savers Inc., New York, is the 66th largest national advertiser, with total expenditures in 1959 estimated at $13,050,000, up 33% from the previous year.

Appearing among the 100 leading national advertisers for the second successive year, the company reported a record sales year in 1959 as earnings held about even. Gains were shown in baby food sales, Life Savers and gum. These were largely offset by a decline in coffee sales.

Television again got the lion's share of the budget. Beech-Nut, which ignored network video in 1957 but switched to it from spot the next year, maintained the new emphasis in 1959. More than a third of the advertising investment went into network tv, with the company's estimate at the round figure of $4,600,000, which is about $200,000 less than the statistical bureau estimate obtained by AA. At any rate, the investment in network tv last year was double that of 1958.

■ For the second year, Beech-Nut continued as full sponsor of the "Dick Clark Show" on ABC-TV, which the company has sponsored since the show's inception in March, 1958. Dick Clark reportedly lost nothing in the ratings following the payola probes in which he, with many others, was called to testify. The company believes, in fact, that he emerged from the inquiries with an enhanced reputation, and it has staked its big tv investment on his continuing appeal to America's gum-chewing youngsters.

Baby foods, gums and candies have been advertised in a "staggered package" on ABC's "Operation Daybreak." The ads are targeted at mothers at home in the day.

Spot tv, which was cut from $2,180,520 in 1957 to $121,760 in 1958, was raised last year to $600,000. The aim was to "bolster the weak areas" in the network tv coverage.

■ On the whole, the company maintained the advertising strategy introduced in 1958. From the meager outlay in newspapers of $199,619 in 1957, the company pumped its budget to $1,809,087 in 1958, a level which was more or less maintained at a reported $1,250,000 last year. This figure—supplied by the company—is about $200,000 higher than the Bureau of Advertising, ANPA figures.

Beech-Nut also reported a big hike in magazine advertising, from $591,880 in 1958 to $1,350,000 last year. The company's estimate indicates that the magazine investment was doubled; this figure differs from that supplied by Publishers Information Bureau ($637,410), possibly because the bureau did not include items such as baby book expenditures. A record volume of ads for the baby food line appeared in color in Sunday newspapers and baby-care books, as well as b&w in newspapers.

The company's operations abroad, especially in food and drug fields, contributed substantially to sales and earnings. A modern plant in Hamilton, Ont., now produces Life Savers, which are also made in Mexico, Venezuela, Colombia, Brazil, Italy and South Africa. Beech-Nut chewing gum is made in England and South Africa.

■ Independent estimates available to AA indicate that Beech-Nut is the third largest of the U.S. gum manufacturers, with a 20% share of the market, behind Wrigley's 45% and American Chicle's 25%. Sales of gum by all companies have grown 3.4% a year in the past five years.

There is only a small export market in baby food, but in 1959 the company announced that, in association with General Milk Co., Los Angeles, it was building a

I COVER EVERY FRONT FOOT!

You can't hop, skip and jump your way through KELO-LAND, not without leaving many untold, unsold families. No one tv station alone can begin to cover KELO-LAND'S 103 counties (in South Dakota, Minnesota, Iowa, Nebraska, and North Dakota). Nor can any piecemeal "package" of two or three unrelated stations. Only one television beam does deliver all 103 counties to you—completely, simultaneously, no gaps! That's powerful KELO-tv SIOUX FALLS and its KELO-LAND booster hookups. And all with one single-station rate card, at lowest cost per thousand. Be sure to ask for it by name—KELO-LAND.

CBS - ABC
KEL tv LAND
KELO-tv SIOUX FALLS: and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain
JOE FLOYD, President
Evans Nord, Gen. Mgr. — Larry Bentson, V.P.
Represented by H-R
In Minneapolis by Wayne Evans & Assoc.

IN MEXICO
Warner Lambert
is a client
of
NOBLE ADVERTISING CO.
PLAZA DE LA REPUBLICA 26, MEXICO 1, D. F.

HOW TO CHANGE MINDS BY THE MILLIONS

Trying to change minds in favor of your product is, of course, an ever constant challenge. With competition increasing and profit margins narrowing it becomes even more important to exert the most powerful influence on buying decisions in the 3 great markets of New York, Chicago and Philadelphia. These are the pivotal markets where pre-selling of millions of heavy-spending customers through adequate advertising combines with the mass sales volume of giant self-service super markets to produce over 17% of all U.S. Food and Grocery product sales.

In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute* for FIRST 3 MARKETS' dominant 55% COVERAGE of all families to change minds by the millions in favor of your product.

Further, in 227 Industrial North and East counties — which account for over 27% of total U. S. Food and Grocery Store sales — FIRST 3 MARKETS GROUP delivers an audience of 44% of all families.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3
MARKETS GROUP
ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

plant in Bad Essen, West Germany, for the manufacture of baby food and chewing gum. The Beech-Nut laboratories at Canajoharie, N. Y., have prepared formulas based on traditional German baby foods. The brand name to be used in West Germany means "Lucky Clover," an image identified for many years with General Milk. The companies intend to expand into other countries, such as Belgium, Holland and France, and Beech-Nut is "enthusiastic as to the long-range potential for this venture."

On the legal front, the $9,000,000 anti-trust suit filed by H. J. Heinz Co. in 1958 against the company, was dismissed by mutual agreement in May this year. The litigation stemmed from a baby and junior foods price war between the companies in California. Heinz charged price discrimination and unfair competition, and Beech-Nut filed a counterclaim seeking treble damages of $45,000,000.

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$ 1,250,000	$ 1,809,087
Magazines	1,350,000	591,880
Business Publications	50,000	113,800
Network Television	4,600,000	2,476,177
Spot Television	600,000	121,760
Spot Radio	———	715,000
Outdoor	50,000	162,793
Subtotal	7,850,000	5,990,497
Total Unmeasured	5,200,000	3,809,503
Total Expenditure	13,050,000	9,800,000

*Reported by Beech-Nut.

ADVERTISING EXPENDITURES**

	1959	1958
Newspapers	$1,049,407	$1,809,087
Magazines	637,410	591,880
Business Publications	101,200	113,800
Spot Radio	———	715,000
Network Television	4,839,370	2,476,177
Spot Television	636,840	121,760
Outdoor	———	162,793
Total Measured	7,264,227	5,990,497

**Includes measured media figures from AA's usual sources.

MARKETING PERSONNEL

Sales

H. A. Thompson, vp in charge of gum and candy sales

Stanley R. Pomfret, sales manager for foods division

Advertising

Gordon C. Young, exec vp and director of advertising and promotion

James D. Parker, advertising manager in charge of gum and Life Savers

Donald K. Shearer, advertising manager in charge of baby food and coffee

William H. Mallison, associate advertising manager for foods division

ADVERTISING AGENCIES

Young & Rubicam, New York—Beech-Nut baby food and gum, and Life Savers—Alexander Kroll, account supervisor. Account executives for baby food, James Chivas; Life Savers, John S. Grier; gum, John A. Lamb. Television supervisor for baby food and gum, William Whitman.

Charles W. Hoyt Co., New York—Beech-Nut coffee—A. W. Fargo Jr., account supervisor; Raymond Anrig, account executive.

CONNECTICUT'S
FIRST
HOUSEHOLD MARKET!

Yes, among all cities of 25,000-or-over population, New London ranks 1st in Total Retail Sales per household. And ranks either 1st or 2nd in these sales categories:

TOTAL RETAIL SALES . 1st
Food 1st
Apparel 1st
Drugs 1st
Eat & Drink 2nd
Gen. Mdse. 2nd
Automotive 2nd

(All data: SM '60 Survey)

Sell here with The Day, giving you 98% city zone coverage.

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

Borden Co.

	1959	1958
Sales	$941,326,495	$915,024,172
Earnings	25,548,693	24,612,475
Advertising	27,000,000*	23,500,000*

*Estimated by AA

Borden Co., New York, the second largest dairy manufacturer and the 28th largest national advertiser, hiked its advertising investment 15% to an estimated $27,000,000 in 1959, a record sales year.

For the first half of 1960, Borden had record sales and earnings. Sales were $471,487,360, up 3.3% over the first half of 1959. Net income was $13,394,158, up 12.2%. The gains came largely from improved sales of chemical and specialty food products, which normally carry a higher profit margin than most other Borden products.

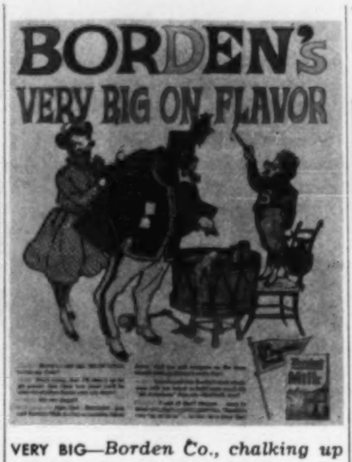
Borden's advertising investment last year was "substantially higher" than that of any previous year, and was geared to the company's anticipated growth. "We plan to broaden the advertising program," Borden said a year ago, "make it more flexible and increase its total impact to provide forceful backing for both new and long-established products."

■ And now the company has said that 1960 promotion plans "call for expenditures at levels approximating those of 1959, when special campaigns introducing new products required substantial sums." Borden indicated it was ready to invest more money in advertising this year than in '59, "should certain promising new products be developed earlier than now scheduled." It also planned to strengthen merchandising and sales promotion efforts "in behalf of many products" this year.

In its annual report for 1959, the company also said: "A new advertising approach, which had been worked out for the 1960 campaign of milk and ice cream products, appeared so promising that it was initiated and extended to several other products in the latter months of 1959. With the theme, 'Borden's Very Big on Flavor,' the new advertising is marked by greater emphasis on appetite appeal and a modernized treatment of Elsie (the Cow) and her family." Borden added that 1960 ad plans call for using magazines, newspapers, outdoor boards, radio and television.

■ Borden last year introduced such new food products as a ready-to-bake coffee ring, now in general distribution; Gail Borden Signature quality cheese, a premium quality cheddar; a new Dutch chocolate flavored mix, now in national distribution; an improved Super Starlac; and several new cream cheeses. The company also brought out several larger size consumer packages: a 16-serving pack of instant potatoes, a 9-ounce jar of coffee and an 8-quart Starlac package.

About a year ago, Borden established two new regional sales divisions covering 15 midwestern states and consolidating the sales and service facilities of milk, ice cream and other foods in the two areas.



VERY BIG—*Borden Co., chalking up record sales in 1959, tried a new ad theme late in the year, "Borden's Very Big on Flavor," and is continuing it in 1960, stressing appetite appeal and a modernized treatment of Elsie (the cow) and family.*

The consolidation involved Borden's Milk & Ice Cream Co. and Borden Foods Co. A single regional management was set up in each territory to coordinate the selling and service functions that had previously been carried on separately.

The company last year also acquired the F. H. Snow Canning Co., Pine Point, Me., producer of about 20 canned foods, mostly seafood items, and it added the Causse Mfg. & Importing Co., Jersey City, a dealer in preserved fruits.

Advertising money put behind some Borden products in 1959 went like this: instant whipped potatoes, $521,390 in supplements, $560,524 in newspapers, $111,750 in magazines and $1,000,500 in spot tv; ice cream, $482,991 in magazines, $208,287 in newspapers and $56,860 in spot tv; Starlac $642,027 in newspapers and $1,381,910 in spot tv.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 3,799,166	$ 2,093,207
Magazines	1,565,026	1,884,944
Farm Publications	11,131	42,860
Business Publications	100,000	———
Network Television	1,626,436	1,860,634
Spot Television	2,824,470	1,750,940
Outdoor	1,176,246	197,554
Spot Radio	900,000	———
Total Measured	12,002,475	7,830,139
Total Unmeasured	14,997,525	15,669,861
Estimated Total Expenditure	27,000,000	23,500,000

MARKETING PERSONNEL

Milton Fairman, assistant vp, public relations director and advertising coordinator (Borden Co.)

William H. Martin, marketing research manager (Borden Co.)

William B. Campbell, director of advertising (Borden's Milk & Ice Cream Co.)

Robert E. Kahl, exec vp (Borden Foods Co.) in charge of marketing, acquisitions, new product development

William H. Ewen, director of advertising and promotion (Borden Foods Co.)

M. Tenney Hullett, market research manager (Borden Foods Co.)

Andrew O. Walvio, promotional and technical director, export operations (Borden Foods Co.)

L. George Hoth, director of advertising and sales promotion (Borden Chemical Co.)

Martin F. Cody, merchandising manager, consumer products department (Borden Chemical Co.)

William G. Gordon, advertising manager, pharmaceutical division—including Marcelle cosmetics (Borden Special Products Co.)

ADVERTISING AGENCIES

Young & Rubicam—fluid milk and ice cream—Tom Hubbard, account supervisor. Cheese and allied products, evaporated milk, Eagle brand condensed milk, mince meat, malted milks, Hemo and industrial and institutional products—George Dippy, supervisor; Gil McDonald and Jack Thorpe, account supervisors. Dutch chocolate—Dave Salembrier, account supervisor. Instant whipped potatoes—Gus Supplee, account supervisor.

Doherty, Clifford, Steers & Shenfield—Borden's instant coffee—Phil Brooks, account supervisor. Pioneer ice cream division—Robert Hayes, account supervisor.

Fuller & Smith & Ross—chemical division—George Lyon, account executive.

Paul Klemtner & Co., Newark—pharmaceuticals and nutritionals—Herbert Freet, account supervisor.

Wexton Co.—Marcelle cosmetics—Edward Greenberg, account executive.

Dancer-Fitzgerald-Sample—Starlac—Elliott Detchen, account executive.

IN MEXICO
Standard Brands
is a client
of
NOBLE ADVERTISING CO.
PLAZA DE LA REPUBLICA 26, MEXICO 1, D. F.

Bristol-Myers Co.

	1959	1958
Sales	$131,544,253	$113,870,317
Earnings	8,889,342	7,235,372
Advertising	38,000,000*	31,000,000*

*Estimated by AA

Bristol-Myers Co., New York, the 14th largest national advertiser, is estimated by ADVERTISING AGE to have boosted its advertising investment 23% to $38,000,000 in 1959, a record sales and earnings year.

More than $20,000,000 went into television (two-thirds of this in network tv). Three divisions—Bristol-Myers products, Grove Laboratories (bought in 1957) and Clairol (bought last year)—account for the bulk of the advertising, and in these divisions the ratio of advertising to sales has been reported at more than 40%, while the over-all ratio is about 30%.

Sales and earnings last year hit new highs for the sixth successive year. The sales increase was 15.5%; earnings rose 22.9%. Stock was split three-for-one in July, 1959. Foreign sales amounted to $25,138,544. Total consolidated sales of $131,544,253 do not include $14,861,776 in foreign sales by non-consolidated subsidiaries. Consolidated net earnings for the first half of 1960 were up $1,000,000 to $5,331,909.

■ Last year 76.4% of the company's sales came from proprietary preparations (3% less than in 1958), while 21% came from ethical drug preparations (3% more than in 1958). The percentage of sales from other categories, including Kimball Mfg. Corp. (sold in 1959) and Luziers Inc. (house-to-house cosmetics operation) has declined from 23.2% of total business in 1953 to 2.6% last year.

The rapidly changing nature of this 73-year-old company can be even more sharply illustrated: 55% of Bristol-Myers' 1959 sales came from products the company did not sell six years earlier (and the majority of these new products were B-M created, representing 31% of the 1959 total); almost 70% of total profits in the products division last year came from two products—Bufferin and Ban—which produced more than 50% of sales.

Bufferin probably continued as B-M's best-selling and most-advertised product in 1959, with measured media expenditures alone totaling more than $9,000,000, including $5,000,000 network tv and $3,000,000 in spot. The expenditure was higher than for Bayer Aspirin by several million, but lower than Anacin's by an even greater amount. Both Anacin and Bayer Aspirin probably had a larger unit share of market than Bufferin, although it is possible that Bufferin's premium-price (almost double Bayer) produced a heavier dollar volume than the other two. Last May Bufferin advertising took a new tack with a campaign centering around the use of the product to relieve "tension" headaches.

■ Ban lotion deodorant, the first roll-on product, has met with increasing competition since its introduction in 1955, and has probably lost some share of market but still remains among the top three deodorants. Close to $3,000,000 went into measured media for Ban last year, a budget exceeded only by Arrid, the No. 1 brand. Actually, all B-M deodorants combined—and this would include Mum and Trig—give B-M about 25% of the total deodorant market, probably the largest single share of any company.

Last year, Ban advertising was switched from Batten, Barton, Durstine & Osborn, the agency that launched it, to Ogilvy, Benson & Mather, newly added to the B-M stable. At the time, Ban was estimated to have about 15% of an $85,000,000 retail deodorant market. Trig was then reported to be a $1,000,000 advertiser. Early this year, Mum got a new formula and restyled package and the ad budget was stepped up. At its new agency, Ban had the sorry distinction of being the first tv commercial to be called "offensive" by the industry tv code review board because of a Greek statue armpit commercial, which was revised.

■ More than $4,000,000 in measured media went to promote Ipana toothpastes (regular, squeeze bottle, aerosol), in all, totaling less than 10% of the dentifrice market, and continuing a decline, according to recent market reports.

In the $15,000,000 Clairol acquisition, B-M plunged deep into the hair-coloring market. Miss Clairol hair color bath is the largest selling hair coloring and Lady Clairol Whipped Creme hair lightener is the best selling product of that type. The 28-year-old company has a major campaign running this year and expects 1960 sales to be "substantially" above $15,000,000. Last September, Doyle Dane Bernbach joined Foote, Cone & Belding as a Clairol agency.

More than $2,000,000 went to advertise Vitalis hair tonic in 1959. Vitalis hair cream was unadvertised. Among the Grove Laboratories products, 4-Way cold remedies got more than $1,000,000, mostly in spot tv, and other Grove products, like NoDoz awakeners, were heavily promoted in spot radio. In the Bristol Laboratories division, among the most significant developments of the year was the introduction last November of the first U. S. made synthetic penicillin, called Syncillin, taken orally. Other new products of this division were Naldecon, (a nasal decongestant), Saluron (a diuretic) and Syntetrin (an injectable tetracycline).

■ Grove Laboratories also test marketed new products and improved formulations of existing brands. Among the test items in the products division are "Count Four!" an antacid; Excedrin, an analgesic; Fortisun, an orange-flavored cold remedy and others in developmental stages.

On the legal front, the company was one of five defendants charged by the government in 1958 with price fixing and restraint of trade in the sale of the antibiotic tetracycline, a charge which it is contesting. Further briefs are expected to be filed this fall.

There was an extensive marketing reorganization in the products division early last year, effecting advertising, sales and merchandising groups, all of which report to new vp and marketing director Edward Gelsthorpe. Under him were Donald S. Frost, vp and advertising director, and F. Harry Fletcher, vp and sales director. Subsequently, Mr. Frost was promoted to the company's general executive staff, and Alfred A. Whittaker, previously vp in charge of market research, succeeded Mr. Frost.

Reporting to Mr. Gelsthorpe are John P. Kennedy and Edmund Morris, product group supervisors in charge of established Bristol-Myers brands, and Richard K. Van Nostrand, who became product group supervisor in charge of new products not yet in the test market stage. Seven product managers and three assistant product managers report to these group supervisors. Each product manager has over-all marketing responsibility for his brand assignments. G. Sterling Brady was appointed

One of a series of comments on Metropolitan Oakland
as a market by advertising agency executives.

Although I have never been much of a media man, having been involved in the creative end of the advertising agency business all my life, nevertheless, on my frequent trips to the Bay Area, I have always been much impressed by the great growth and vitality of the Alameda County market. Our media people tell me—"If you don't sell Alameda County, you won't sell Northern California."

JOHN P. CUNNINGHAM, Chairman of the Board
CUNNINGHAM & WALSH, INC., New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

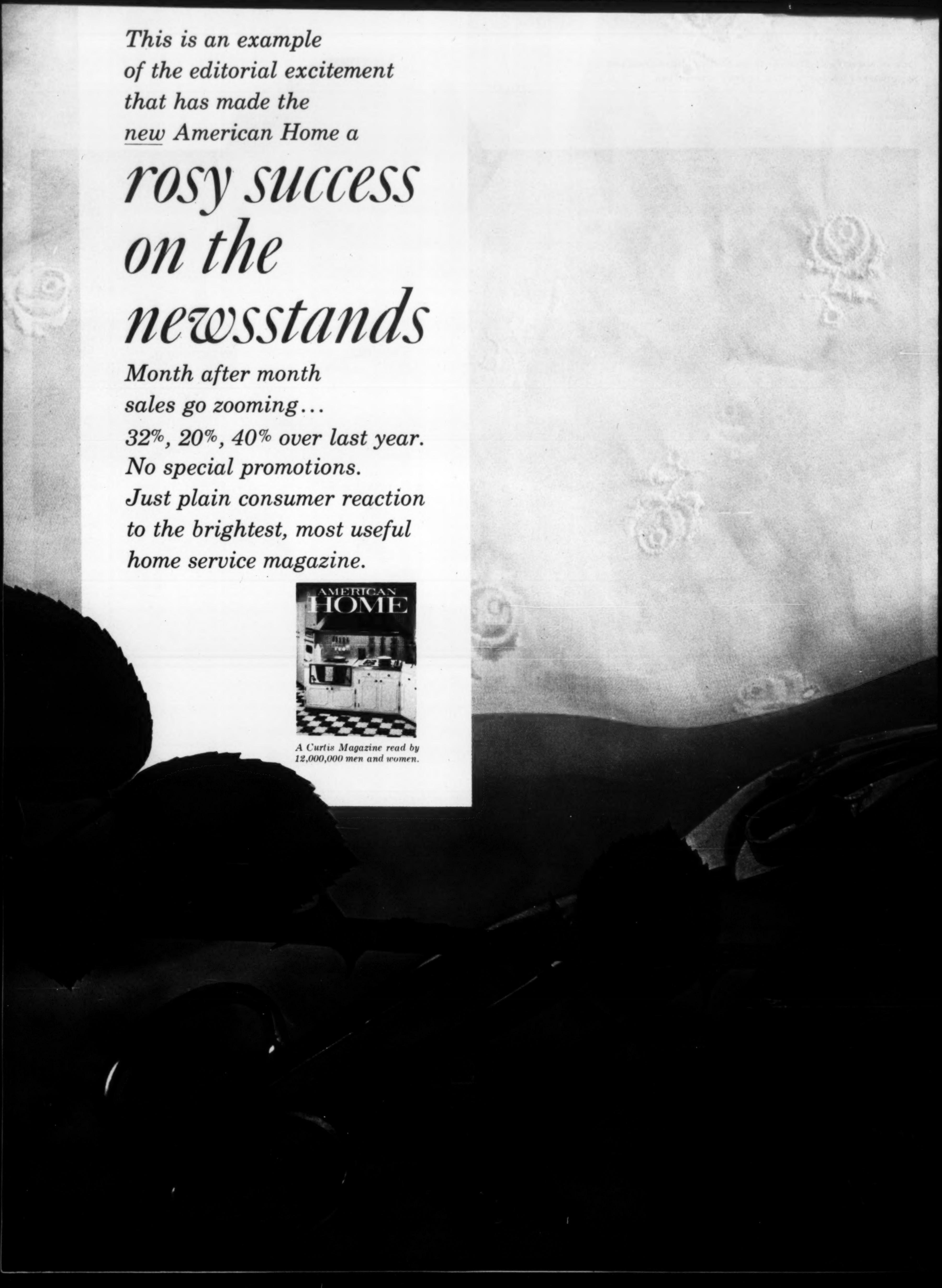
Greatest Home Delivered Circulation
in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
in the TRIBUNE...

*Two out of three of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network



This is an example
of the editorial excitement
that has made the
new American Home a

rosy success on the newsstands

Month after month
sales go zooming…
32%, 20%, 40% over last year.
No special promotions.
Just plain consumer reaction
to the brightest, most useful
home service magazine.

A Curtis Magazine read by 12,000,000 men and women.

The magnificent "American Home" rose as it appears in the September issue. Developed by Jackson & Perkins, it is fittingly named after the most beautiful of all home service magazines. No wonder horticulture advertising revenue for the first half topped last year by 33%

director of market research in the products division.

Network tv advertising in the products division has undergone realignment for the coming season as "Alfred Hitchcock Presents," "Johnny Staccato" and "Producer's Choice" were dropped, and the fall lineup includes a new alternate sponsorship on "Candid Camera" and participation on "Naked City," plus "Cheyenne," "Father Knows Best" and "Rawhide."

ADVERTISING EXPENDITURES

	1959	1958
Newspapers ....$	909,483	1,842,826
Magazines	4,631,454	4,376,978
Farm Publications ..	———	58,769
Spot Radio	1,900,000	1,700,000
Network Television	12,616,707	16,072,802
Spot Television	7,744,650	2,845,570
Total Measured	27,943,794	27,020,705
Total Unmeasured	10,056,206	4,079,295
Estimated Total Expenditure	38,000,000	31,000,000

BRISTOL-MYERS PRODUCTS DIVISION

MARKETING PERSONNEL

Edward A. Gelsthorpe, vp and marketing director
F. Harry Fletcher, vp and sales director
Alfred A. Whittaker, vp and advertising director
Richard K. Van Nostrand, assistant vp and product group supervisor, new products
John P. Kennedy, product group supervisor, Bufferin, Ban, Sal Hepatica, Mum
Edmund W. Morris, product group supervisor, Ipana, Ipana Touch-n-Brush, Trig, Trushay, Vitalis, Vitalis Hair Cream, Ipana Plus
Jack S. Morgan, product manager, Bufferin and Mum
Charles Safran, assistant product manager, Bufferin and Mum
Michael K. Doherty, product manager, Ban, Trushay and Sal Hepatica
Clayton J. Rohrbach, product manager, Ipana, Ipana Touch-n-Brush, Ipana Plus
Ray Golabiewski, assistant product manager, Ipana, Ipana Touch-n-Brush, Ipana Plus
John R. Cookson, product manager, Vitalis, Vitalis hair cream, Trig
John C. Nicholas, product manager, new products
Bruce J. Cokeley, product manager, new products
Nicholas Evans, product manager, new products

Advertising

John H. Tyner, advertising coordinator, television
Roger C. Whitman, advertising coordinator, radio and print

Sales

Frank R. Hale, assistant vp and director of trade relations
Walter McCurdy, merchandising manager
Ira Durlach, assistant merchandising manager
Irving J. Newfield, special sales manager
Charles R. Allen, eastern sales manager
Howard McCook, east central sales manager
Carl W. Sherer, mid-Atlantic sales manager
H. Noel Ballew, midwestern sales manager
Richard J. Caldwell, southern sales manager
Robert R. Alexander, west central sales manager
George A. Lee, western sales manager
Robert O. Slaughter, west region sales manager

Product Development

John J. Clarey, vp and director
Dr. William B. Rees, director of research
Dr. Everett L. Saul, assistant director of scientific liaison

Public Relations

Lee H. Bristol Jr., director of public relations, products division
George N. Burleigh, assistant director of public relations, products division
Catherine Ready, director of health and beauty services

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Trig, Trushay—Paul Russell, management supervisor; John Leonard, account supervisor; Charles O'Rourke, account executive; Trig and Trushay.

Doherty, Clifford, Steers & Shenfield, New York—Ipana, Ipana Plus, Ipana Touch-n-Brush, Vitalis, Mum, new products—Harry M. Ireland, management supervisor; Stever Aubrey, account supervisor, Dean Van Nest, account executive, Ipana, Ipana Plus, Ipana Touch-n-Brush; Robert Finnie, account executive, Vitalis; John A. Kiggen, account executive, Mum; Charles A. Winchester, account executive, new products.

Ogilvy, Benson & Mather, New York—Ban, new products—James McCaffrey, management supervisor; William Weed, account executive, Ban; Norman Peterzell, account executive, new products.

Young & Rubicam, New York—Bufferin, Sal Hepatica, new products—Robert B. Osburn, account supervisor; E. B. Van Winkle, account supervisor; Fred Jackson, account executive, Sal Hepatica; James Cameron, account executive, Bufferin; Robert E. Perkins, account executive, Bufferin; S. Brady Brown, Thomas Knight, Eugene Reilly, account executives, new products.

GROVE LABORATORIES

MARKETING PERSONNEL

Gene K. Foss, marketing vp
Lawrence A. Dunn, special projects manager
James Blair, new products coordinator

Advertising

Reginald Testement, advertising manager
Charles Howell, product advertising assistant, 4-Way, Minit-Rub, NoDoz
Ernest Kurtz, product advertising assistant, Fitch, Bromo Quinine
Ralph Greb, product advertising assistant, Pazo, Ammens

Sales

John P. Farrell, merchandising manager
Max C. Sisk, sales manager
Bob Thompson, assistant to sales manager
Harold Wurtele, sales supervisor
Walter Coffman, Cleveland district sales manager
Dexter Thornton, Atlanta district sales manager
Richard Jarzemsky, Chicago district sales manager
Allen Freeman, New York district sales manager
James Russell, Los Angeles district sales manager
Arnie Wise, Washington, D. C., district sales manager

Market Research

John Richardson, market research manager

ADVERTISING AGENCIES

Gardner Advertising Co., St. Louis—Bromo Quinine, Pazo, NoDoz Stay Awake Tablets—Dave Ferriss, account supervisor; Charles Butler, account executive.

Cohen & Aleshire, New York—4-Way cold medication, Fitch dandruff remover shampoo—Frank Brady, account supervisor; Dean Sheffer, account executive.

Doherty, Clifford, Steers & Shenfield, New York—Minit-Rub, Ammens medicated powder—William Holden, account supervisor; Kenneth W. Price, account executive.

BRISTOL LABORATORIES INC. ETHICAL DRUG DIVISION

MARKETING PERSONNEL

Victor T. Johnson, vp and marketing director
Charles T. Harrell, sales manager
Roland H. Noel, advertising and sales promotion manager
Thomas E. Watson, market planning manager

ADVERTISING AGENCIES

Sproul & Associates, New York—Kantrex, Naldecon, Saluron, Salutensin—A. E. Sproul, account executive.

Burdick & Becker, New York—Syncillin, Tetrex, Azotrex, Syndecon, Syntetrin—Dr. Aaron Appleby, account executive.

CLAIROL INC.

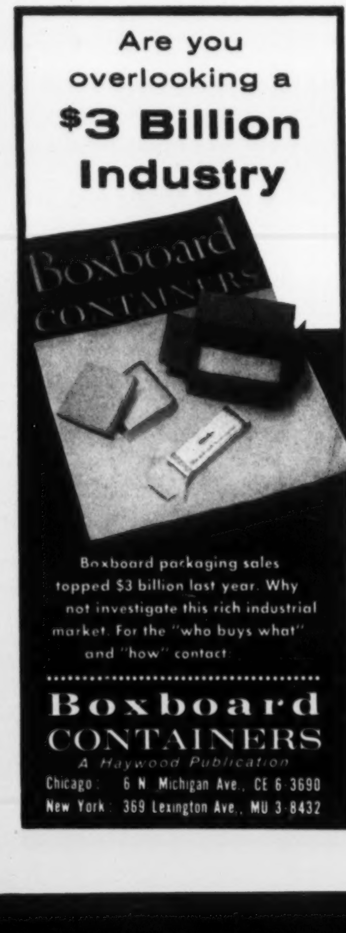
MARKETING PERSONNEL

L. M. Gelb, chairman of the board
Richard L. Gelb, president
Bruce S. Gelb, vp, marketing
William R. Tierney, vp, sales
John D. Mack, advertising manager
Jack Shor, merchandising and public relations

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Lady Clairol, Miss Clairol, Come-Alive Gray, Vitapoint, Loving Care, new products.

Doyle, Dane, Bernbach, New York—Clairol Creme Toners, new products.


Are you overlooking a $3 Billion Industry

Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact:

Boxboard CONTAINERS
A Haywood Publication
Chicago: 6 N. Michigan Ave., CE 6-3690
New York: 369 Lexington Ave., MU 3-8432

IN MEXICO
Du Pont
is a client
of
NOBLE ADVERTISING CO.
PLAZA DE LA REPUBLICA 26, MEXICO 1, D. F.

Brown & Williamson Tobacco Corp.

	1959	1958
Sales	$450,000,000*	$430,000,000*
Advertising	28,000,000*	24,700,000*

*Estimated by AA.

Brown & Williamson Tobacco Corp., Louisville, the 25th largest national advertiser, is estimated by ADVERTISING AGE to have hiked advertising expenditures 9% to about $28,000,000 in 1959.

The company is a wholly-owned subsidiary of British-American Tobacco Co., London, and does not release sales figures. However, on the basis of unit sales of cigarets, it is estimated the company's sales in 1959 were about $450,000,000, up nearly 5% from $430,000,000 in 1958. It ranks fifth among tobacco companies in both sales and net worth.

■ The tobacco company, a major cigaret maker, has about 9.7% of the cigaret market in this country. It expects to spend more than $30,000,000 in advertising during 1960, with the extra money backing several of its new brands—the mentholated Belair, which it introduced nationally in June, and Kentucky Kings, the first cigaret with an all-tobacco filter, which went into national distribution in July.

In 1960 the company will concentrate between 80% to 85% of its $30,000,000-plus ad budget in tv, according to John W. Burgard, vp in charge of advertising. In 1959 it spent about 64% of its total estimated budget in tv (spot and network) and about 83% of its measured media budget in the one medium.

■ B&W has four established cigaret brands. These are:

• **Viceroy,** the company's top-selling cigaret, a king-size filter, ninth among all cigarets in 1959, according to *Business Week,* and third among king-size filters. The company spent about $11,000,000 to advertise this cigaret in 1959.

• **Kool,** a mentholated cigaret in regular and filter-king styles, ranking 11th among all cigarets in the U. S. in 1959, and second after Reynolds' Salems among mentholated brands. The company invested about $6,000,000 in advertising for this brand during 1959.

• **Life,** a king-size filter introduced during 1959, which was backed by about $5,000,000 in advertising during the year and which ranked 18th among all cigarets and eighth among king-filters.

• **Raleigh,** 16th largest of all cigarets, sold in king and king-filter varieties, which received $4,500,000 of B&W's budget during 1959. The cigaret, in addition to receiving a large chunk of advertising, carries coupons and pays out about $6,000,000 in premiums each year to smokers who save and send in the coupons.

NOW...A FILTER MADE OF TOBACCO ITSELF!
Kentucky Kings with the all-tobacco filter for that all-tobacco taste
ALL TOBACCO TIP
Kentucky Kings

NEW IN '60—*Brown & Williamson, which puts about 80% of its budget in tv, split ad spending for its Kentucky Kings between newspapers and tv, with newspapers getting 45% of an estimated $5,000,000 introductory splurge. This newspaper ad helped introduce the new cigaret earlier this year.*

■ Belair and Kentucky Kings, along with the company's pipe tobacco, Sir Walter Raleigh; Tube Rose snuff; du Maurier cigarets; Bugler, Target and Kite roll-your-own cigaret tobaccos; and Blood Hound chewing tobacco, received an additional $1,500,000 in advertising. Belair and Kentucky Kings were being test marketed last year.

The company still sells, although it does not advertise, Wings, a brand which came into favor during the depression, when it sold at 10¢ a pack. It continues to have some loyal customers, especially in California.

B&W believes Sir Walter Raleigh, which gets advertising exposure on its national tv shows, runs neck and neck with Reynolds' Prince Albert pipe tobacco for brand leadership.

The company also claims 90% of the roll-your-own cigaret business, with the biggest per capita market in Texas, followed by sections of Pennsylvania and Montana.

■ Because of the company's increasing emphasis on tv, it recently hired Arthur Ericksen from Batten, Barton, Durstine & Osborn, New York, to work solely on television out of its Louisville office. In the second half of 1960 it will be represented in network tv with three CBS shows—"Checkmate," "Wanted, Dead or Alive" and "Texan"; nine ABC shows—"Bourbon St. Beat," "Surfside 6," "Sugarfoot," "Bronco," "Stagecoach West," "Colt .45," "Naked City," "Wednesday Night Fights," and "ABC Post Box," and five NBC daytime shows—"Concentration," "Dough-Re-Mi," "Play Your Hunch," "Young Dr. Malone" and "From These Roots."

Starting this fall the company will be getting greater corporate identification by playing up the Brown & Williamson logo and mentioning other brands in addition to the one featured in the program.

■ Magazines and newspapers, transportation advertising, sampling and point of sale round out the B&W ad schedule. Radio has not been used since the third quarter of 1959. The print schedule has been trimmed, but Belair is making heavy use of newspaper supplements, and Kentucky Kings is down for a big schedule in r.o.p. color newspaper pages, in addition to magazines.

Viceroy used to have a heavy magazine schedule, but switched to comics in 1959. Also, college newspapers are used for both Viceroy and Kool.

■ Brown & Williamson made advertising news during 1959 when its advertising for Life cigarets was cited by the Federal Trade Commission. The FTC complaint hit at a tv demonstration of Life's super filter, in which the filter was shown to absorb a liquid. The FTC said this doesn't necessarily mean the filter absorbs tar and nicotine from smoke. The complaint was also directed against a headline in newspaper ads: "New filter cigaret ratings on file with the U. S. government." FTC said this implied Life cigarets are endorsed by the government or that the government found the cigarets to be lowest in tar and nicotine compared with other cigarets.

FTC broke precedent in its complaint by citing Life's agency, Ted Bates & Co., and the account executive, David C. Loomis. The complaint involving David Loomis was later withdrawn and the complaint was settled by a consent decree earlier this year.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers ....$	2,063,356	$ 1,034,509
Magazines	1,619,203	2,694,971
Farm Publications ..	11,255	21,600
Network Television	8,592,953	8,250,471
Spot Television	9,252,640	9,413,530
Outdoor	25,881	———
Total Measured	21,565,288	21,415,081
Total Unmeasured	6,434,712	3,284,919
Estimated Total Expenditure	28,000,000	24,700,000

MARKETING PERSONNEL

Joseph G. Crume, vp and director of sales
James C. Goodson, vp and director of sales administration
John W. Burgard, vp and director of advertising
Clyde E. McDannald, executive assistant to advertising vp
Arthur C. Ericksen, assistant for radio and television

ADVERTISING AGENCIES

Keyes, Madden & Jones, Chicago—Raleigh cigarets and Sir Walter Raleigh smoking tobacco—Freeman Keyes, account supervisor; Fred Willson, account executive.

Ted Bates & Co., New York—Kool, Viceroy, Life, Belair, Kentucky Kings, and duMaurier cigarets, Tube Rose snuff—A. McG. Foster, senior vp in charge of the account; Davis C. Loomis and Howard Black, account supervisors; John Doherty, account executive, Kool; Alan Miller, account executive, Viceroy; R. B. Munday, account executive, Life; Bruce Crawford, account executive, Belair and Kentucky Kings.

Campbell Soup Co.

	1959	1958
Sales (Net)	$496,538,832	$501,385,653
Earnings	34,454,772	31,530,460
Advertising	25,000,000*	22,000,000*

*Estimated by AA

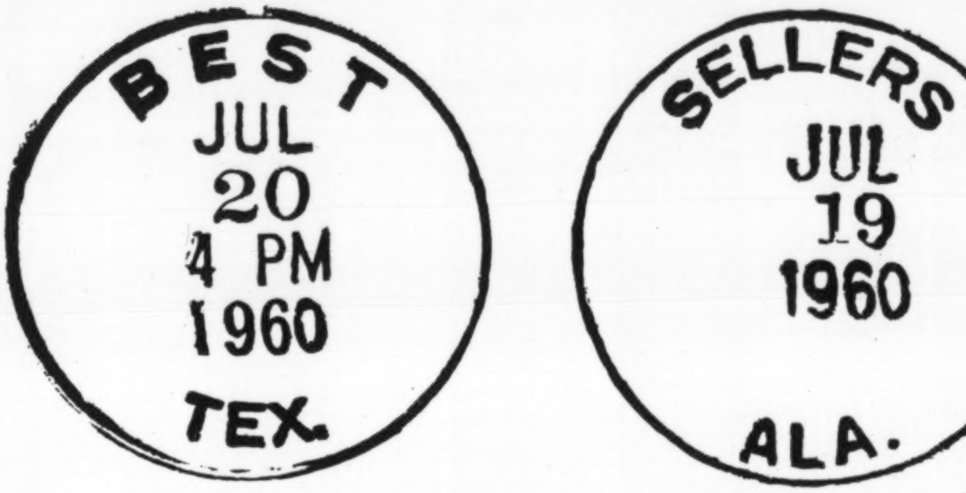
Campbell Soup Co., Camden, N. J., the nation's 32nd largest advertiser, boosted its total advertising expenditures about 14% to $25,000,000 in 1959, AA estimated. In 1960 expenditures are running ahead of '59.

The company reports that its total marketing expenses, including salaries, benefits and taxes, were $40,836,182, or 8.2% of sales in 1959, compared with $40,110,880, or 8% of sales in 1958. Included is the cost of the Campbell sales force, and of advertising, promotion, market research and home economics expenses.

The company increased its use of all its regular media in 1959—general and women's magazines, Sunday newspaper supplements, network tv and spot tv and radio—with the largest increases going to magazines and spot radio.

On network tv, the company sponsored "Lassie" (CBS-TV) for the fifth straight year. It also continued as co-sponsor of the "Don-

The postmarks are actual reproductions



The nation's foremost advertisers use Grit for small-town coverage

America's most successful merchandisers — including four of the top five national advertisers—use Grit . . . to strengthen their sales effort in 16,000 small towns.

This is sound . . . because the metropolitan-minded mass magazines are relatively weak in small towns and something is needed to cover these thin spots and help provide balanced national coverage.

And it is economical . . . because a year-long, big-space Grit campaign costs no more than a single full-color page in one of the major mass magazines.

Why not strengthen *your* small-town coverage by using Grit? You'll be in good company!

HERE ARE SOME OF GRIT'S "BLUE CHIP" ADVERTISERS

- General Motors Corp.
- General Foods Corp.
- Lever Brothers Co.
- Ford Motor Company
- American Home Products Corp.
- Chrysler Corporation
- R. J. Reynolds Tobacco Co.
- American Tobacco Company
- Standard Brands Inc.
- Esso Standard Oil Co. of N.J.
- Union Carbide Corporation
- Pharmaceuticals Incorporated
- Carnation Company
- Gulf Oil Corporation
- American Motors Corporation
- Norwich Pharmacal Company
- Container Corporation of America
- International Latex Corporation
- Pet Milk Company
- Rexall Drug Company
- Knox Gelatine Company
- U. S. Tobacco Company
- Studebaker-Packard Corporation
- H. J. Heinz Co.
- Gerber Products Co.
- Morton Salt Co.
- Dow-Corning Corp.

GRIT

Grit Publishing Co., Williamsport, Pa.

Represented by Newspaper Marketing Associates

na Reed Show" (ABC-TV).

■ Sales for 1959 (52 weeks) dropped about 3% from the all-time high established in the 53-week 1958 fiscal year. Earnings increased about 9%, equalling 6.9% of sales compared with 6.3% in 1958.

In the 1960 first half, sales rebounded slightly, increasing 2.3% to $257,482,000 from $251,729,000 in the previous first half. The final net was up 8.1%, increasing to $18,823,000 from $17,418,000 for the corresponding half a year ago.

In the U. S. and Canada, the 91-year-old company continues to be the largest U. S. manufacturer of canned soups (under the Campbell label), blended vegetable juices (V-8 brand), canned spaghetti and macaroni (Franco-American label), frozen precooked dinners, and frozen meat, chicken and turkey pies (Swanson brand).

■ The company is the second largest processor of tomato juice and canned pork and beans, sold under the Campbell label. (Stokely-Van Camp is the No. 1 processor of pork and beans, accounting for about one-third of the business. Libby, McNeill & Libby is the tomato juice king.)

Swanson's frozen fruit pies are among the top four best-selling brands. The company continues to dominate the soup industry, and its competitors estimate that Campbell holds about 90% of the prepared soup market. It has been estimated that canned food accounts for 86% of Campbell sales, while frozen products account for 14%.

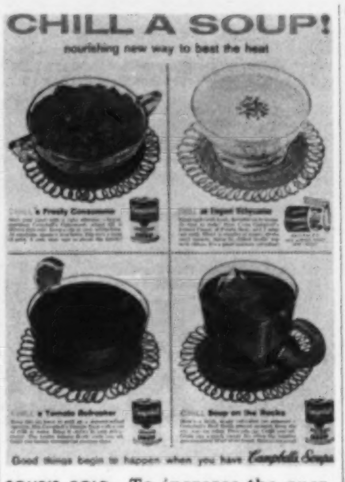
Emphasis on research and new products has sparked the company's recent growth. Of the 102 products now offered, more than two-thirds are new to the company since 1945, and total sales have tripled during that period.

■ Under the Campbell label, there are offered in the U. S. and Canada 29 kinds of condensed heat-processed soups, 19 ready-to-serve soups for restaurant and vending machine use, eight frozen soups, plus tomato juice, pork and beans, beans and franks and chili con carne (the latter for restaurant and vending machine use). Under the Swanson label, it produces 25 frozen products (more than half developed since 1955) and seven heat-processed ones. It also manufactures V-8 cocktail vegetable juices and nine Franco-American products.

Products introduced in 1959 include two new Campbell soups: Old-fashioned tomato rice and cream of vegetable. To the Franco-American line, the company added three products: Italian style spaghetti, spaghetti with ground beef and canned chicken gravy. The latter was "in response to the success of the company's beef gravy and the rising demand for prepared gravies generally." The company also started marketing its Franco-American spaghetti sauces in new size cans, 15½ oz., to supplement the regular 10¾ oz. sizes.

New Swanson products included four new "TV" Brand frozen dinners—Swiss steak, creamed chicken, macaroni and cheese, and ham in raisin sauce—raising the total to ten. New and improved formulas for the three Swanson meat pies were also announced.

Labels for Swanson heat-processed products were redesigned in 1959 to correspond with the labels on Swanson's frozen products. During the year Campbell's also adopted a new packaging development called Tray Pack. It is a redesigned shipping carton, the top and bottom of which can be used as trays for placing cans on retailers' shelves. The company believes it speeds shelf stocking by about 27%.


CHILL A SOUP!
nourishing new way to beat the heat
Tomato Refresher
Soup on the Rocks
Good things begin to happen when you have Campbell's Soups

SOUP'S COLD—*To increase the average frequency of serving of soup (now 1½ to 2 times per week), Campbell continually suggests new ways to serve—such as this "chill a soup" ad now running in magazines. Batten, Barton, Durstine & Osborn is the agency.*

■ During 1959, the company developed a new method for price coding its canned soups to eliminate time-consuming price marking of soup cans by retailers, thus helping retailers in reducing handling costs.

For the first time in Campbell history, the company in 1959 started printing recipes on its 10½ oz. soup labels. Recipes for 104 different dishes were given.

The company also published a 30-page booklet, "Come into our kitchens . . . and meet the company behind the label," for distribution to people visiting Campbell plants and to stockholders.

■ The company continued its foreign expansion by purchasing the food business of Kia-ora Industries, an Australian processor of convenience foods, for approximately $2,200,000 late in 1959. Last February the company established Campbell's Soups International as a separate division to administer its growing foreign business and make possible further expansion in the field.

Campbell's advertising continued to be marked by a number of coupon offers as well as a variety of special promotions. Most premiums offered were self-liquidating and were chosen with the aim that the premium should have some relationship to the product, so that identification with the product would continue long after the promotion ended.

In January and February, 1959, the company repeated its annual national related-items promotion, "Soup 'N Crackers," with the most extensive advertising put behind this merchandising idea to date. During these two months, serving and recipe promotions were also used for tomato juice, pork and beans and Franco-American beef gravy.

■ During February, the company introduced its newly improved chicken noodle soup with a two-can refund offer. In March, meatless soups were advertised for Lent with the offer of a 30¢ refund in return for six labels. Another March campaign was a Lassie puppy naming contest, sponsored by Franco-American products, which offered a "Lassie puppy" plus $200 to the six first-prize winners.

In April, the company repeated its annual Budget Beaters promotion featuring Campbell's soups as ingredients for economical dishes. During this month, the company introduced two new products—spaghetti with ground beef and Italian style spaghetti—with an offer to consumers to "Buy both—get both free!" In the frozen food field, Swanson offered consumers in several markets a silver dollar in return for proof of purchase of three different "TV" Brand dinners.

During the summer, the company featured its three best-selling soups (tomato, vegetable and chicken noodle) in its annual Soup 'N Sandwich promotion.

■ In September, an offer was made to refund the cost of one "TV" dinner upon submission of proof of purchase of three dinners. This month also marked the introduction of two Campbell's soups—cream of vegetable and old-fashioned tomato rice—with a "Buy both, get both free" offer and heavy newspaper, magazine, radio and tv schedules backing the introduction.

Also starting in September, youngsters were offered a Lassie wallet free in return for five labels from any different Campbell's soups. This promotion continued through October when the sixth annual Campbell Kid birthday celebration was offered to retailers as a storewide merchandising event.

In early November, a kitchen towel imprinted with a 1960 calendar was offered as a premium for a holiday push for Swanson pumpkin and mince pies.

■ Swanson also introduced its new dinners in November in a campaign supported by an in-package coupon promotion. Franco-American chicken gravy was also introduced in November as a companion product to Franco-American beef gravy, with a heavy advertising schedule and an offer to refund the cost of one can of each product.

During November and December, "Busy day recipes" using Campbell's soups were promoted along with a special display piece featuring V-8 for holiday meals. Company research shows that one out of six cans of soup is now used as a cooking ingredient.

Following the 1960 renewal of the annual Soup 'N Crackers promotion in January and February, the company scheduled a special campaign for its ten meatless soups for Lenten meals. A Donna Reed flower garden with six packets of Burpee flower seeds and plans for three different size gardens were offered for the labels from five different kinds of meatless soups. Swanson's 1960 Lenten promotion offered two hot-dish mats in return for a frozen-soup can and a panel from another Swanson product.

■ Also in February, free spaghetti bibs were offered for two labels from cans of Franco-American spaghetti. Another February promotion was a tie-in with Swanson chicken and Pillsbury Co. hot roll mix. A coupon worth 6¢ on the purchase of any Swanson chicken product was included in packages of the Pillsbury mix.

In May, Campbell promoted its five newest soups with a premium promotion of a silver-plated soup ladle for $1 and one soup label.

In June, Swanson chicken products tied in with Alcoa Wrap in an eight-page booklet of *McCall's* Use-Tested recipes, advertised in *McCall's* and on tv.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 4,906,207	$ 4,588,350
Magazines	7,155,760	6,180,115
Farm Publications	154,749	163,347
Spot Radio	1,400,000	840,000
Network Television	4,766,675	4,233,743
Spot Television	492,060	272,520
Outdoor	158,066	93,644
Total Measured	19,033,517	16,371,719
Total Unmeasured	5,966,483	5,628,281
Estimated Total Expenditure	25,000,000	22,000,000

MARKETING PERSONNEL

John A. McGlinn Jr., marketing vp
James P. Shenfield, director, product marketing
J. F. Merriman, manager, marketing research
Henry M. Stevens, product marketing manager, Campbell's heat processed soups
R. L. Kress, product ad manager, heat processed soups
W. P. MacFarland, product marketing manager, beans, juices, Swanson heat processed products
D. E. Goerke, product ad manager, beans, juices, Swanson heat processed products
G. E. Thomas, product marketing manager, frozen foods
W. G. Kay Jr., product ad manager, frozen foods
R. L. Baird, product marketing manager, Franco-American products
T. P. Ferguson, product ad manager, Franco-American products
W. B. Hackenberg, general promotion manager

Sales

William B. Nixon, sales vp
Harry C. Sanner, sales manager, heat processed foods
F. H. McGuiness, sales manager, frozen foods
S. W. Cobourn, manager of institutional sales
J. M. Vanderford, manager—field force
D. L. Thomas, manager—trade relations

Corporate Relations

K. N. Jolly, director

Advertising

Rex M. Budd, director of advertising

Home Economics

Miss N. J. Miller, director—home economics

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Campbell's heat processed soups—McDonald Gillespie, executive vp, management supervisor; Alan S. Perry, account supervisor; Charles Partington, broadcast account executive; William Weithas, print account executive; Don Dugan, trade and institutional contact; Hiram Brown, tv program account executive.

Leo Burnett Co., Chicago—Campbell's frozen soups, Campbell's tomato juice, Franco-American products and "Quality Campaign"—Robert Everett, vp; John Ianiri, account supervisor; Eugene McKeough (frozen soups, tomato juice and "Quality Campaign") and William McCredie (Franco-American products), account executives.

Needham, Louis & Brorby, Chicago—Campbell's pork & beans, V-8 vegetable juice—E. W. Hobler, vp; Bradley H. Roberts, account executive.

Robert Otto & Co., New York—export—Frank McCullough, account supervisor.

Tatham-Laird, Chicago—Swanson products—C. R. Standen, vp, contact; Tom Burch, account supervisor; Carl Gylfe, account executive.

Carling Brewing Co.

	1959*	1958*
Sales	$211,971,167	$177,775,068
Earnings	12,395,992	10,079,209
Advertising	9,340,000	7,177,840

***Sales and earnings figures are for Canadian Breweries Ltd., parent company of Carling. Ad figures are for Carling, as reported by the brewer.**

Carling Brewing Co., Cleveland, the nation's fourth largest brewer and 82nd largest advertiser, increased its advertising expenditures 30% to $9,340,000 in 1959.

Carling is the largest subsidiary of Canadian Breweries Ltd., Toronto, the world's largest brewing organization, and is the Canadian company's only major American subsidiary. Although Canadian Breweries Ltd. is a publicly held company, reporting dollar sales and profit figures, such figures are not disclosed for subsidiaries like Carling.

STEPS UP—*R. C. Garretson, former vp-advertising for Carling Brewing Co., was promoted to vp-marketing last spring, succeeding A. R. Mertens, who resigned. Carling chalked up a sales increase of more than 800,000 bbls. of beer and ale in 1959, largely via acquisition.*

Carling's 1959 sales are estimated by ADVERTISING AGE at about $135,000,000. Ian R. Dowie, president of both Carling and Canadian Breweries, stated publicly earlier this year that Carling sales and earnings have been rising. "Although we do not care to disclose the earnings of the American company," he said, "I can say that the earning trend is just as favorable as the sales trend and that the Carling Brewing Co. is operating at a satisfactory profit level, and is contributing an increasing share of the consolidated earnings of Canadian Breweries Ltd."

■ Carling continued its long-term expansion program last year and climbed into fourth place in sales in the beer field. Carling reported sales of 4,418,000 bbls. after beer industry sources had estimated its sales volume at 4,307,000 bbls. This was an increase from 3,531,182 in 1958. Carling, which finished fifth in 1958, surpassed P. Ballantine & Sons to take fourth place.

The Carling increase can be accounted for largely by the acquisition of the 650,000-bbl.-capacity Heidelberg Brewing Co., Tacoma, at the start of 1959, plus a full year of production for its 350,000-bbl. Atlanta plant, constructed in 1958.

■ The brewer has grown swiftly in the past ten years. Starting in 1949, when Carling had sales of 361,500 bbls., which ranked 62nd among American brewers, the brewer acquired and built a succession of breweries and vaulted to fourth spot last year with a volume of 4,418,000 bbls. The latter figure represents 5.04% of all beer sold in the U. S.

An important marketing development was undertaken at Carling last spring when the brewer revamped its marketing organization from one which was largely operated from Cleveland headquarters, to one which is decentralized. Five marketing areas were established, all multi-state. Each has its own marketing department responsible for sales, with a divisional marketing director, sales manager, advertising and sales promotion manager, marketing planning manager, service manager, and, in areas where chain store sales of beer are legal, a chain store sales manager.

The large majority of regional marketing and advertising decisions are made by the area marketing directors, although final approval still must be obtained from Cleveland. Named as marketing directors for the five areas were D. H. Metz (Atlanta); R. J. Lackner (Belleville, Ill.); E. S. Scheideman (Cleveland); R. J. Thomas (Natick, Mass.), and G. P. Thompson (Tacoma). All are Carling veterans, who formerly held other advertising, sales and marketing posts.

■ Robert C. Garretson, former vp in charge of advertising, was promoted to vp-marketing last spring, succeeding A. R. Mertens, who resigned from the company. Named as members of his headquarters staff were J. R. Phillips, assistant to Mr. Garretson; Arnold C-Graham Jr., director of advertising and promotion; Paul Lohmeyer, planning director; E. W. Krause, marketing administration manager; Ralph I. Allison, director of research; Dorian St. George, television and radio manager; P. J. Higgins, merchandising manager, and William Wren, trade relations manager.

Carling now markets four brands of beer and ale—Red Cap

Grow with OKLAHOMA!

Oklahoma Report

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Oklahoma City No. 7 August 1960

22ND WHOLESALE MARKET

Oklahoma City has climbed into the billion dollar class and into 22nd place among all U.S. markets in volume of wholesale sales. Sales in 1958, according to the U.S. Department of Commerce, totaled $1,112,972,000 and are estimated to exceed $1-1/2 billion this year.

OKLAHOMA CITY NOW 37TH IN POPULATION

With a 1960 population in its corporate limits of 317,542, Oklahoma City now ranks 37th among U.S. cities, climbing from the 45th spot in 1950.

METRO AREA NOW OVER HALF MILLION

A third county, Canadian, has been added to Oklahoma and Cleveland counties to comprise the new Oklahoma City standard metropolitan statistical area. Preliminary 1960 Census reports place the metro area population at 502,707.

OKLAHOMA CITY LEADS NATION

Metropolitan Oklahoma City led the nation in rate of increase in 12 of 16 divisions of industrial and commercial business activity during the postwar years, according to a U.S. Department of Commerce report. Categories in which Oklahoma City's rate of growth topped the nation were: Value added by manufacture; Manufacturing Employment and Payrolls; Retail Sales, Number of Retail Firms, and Retail Trade Employment; Wholesale Sales, Firms, Employment and Payrolls; and Service Trade Firms.

EFFECTIVE ADVERTISING COVERAGE

Combined circulation of the Oklahoman and Times covers an average of more than one out of every two households in the 58-county Greater Oklahoma City Market Area -- where more than two-thirds of the state's retail sales are made. Heart of this market is the Oklahoma City metropolitan area which accounts for 25% of the state's retail sales and has 21.8% of the state's population. The most effective coverage by any medium in the Oklahoma market!

MARKET STORY PUBLISHED

The "Dynamic Oklahoma" Edition of The Daily Oklahoman, published Sunday, August 28, has been described as the "most complete picture of Oklahoma ever 'painted' in print." Complimentary copy of this special edition will be sent if requested on your company letterhead.

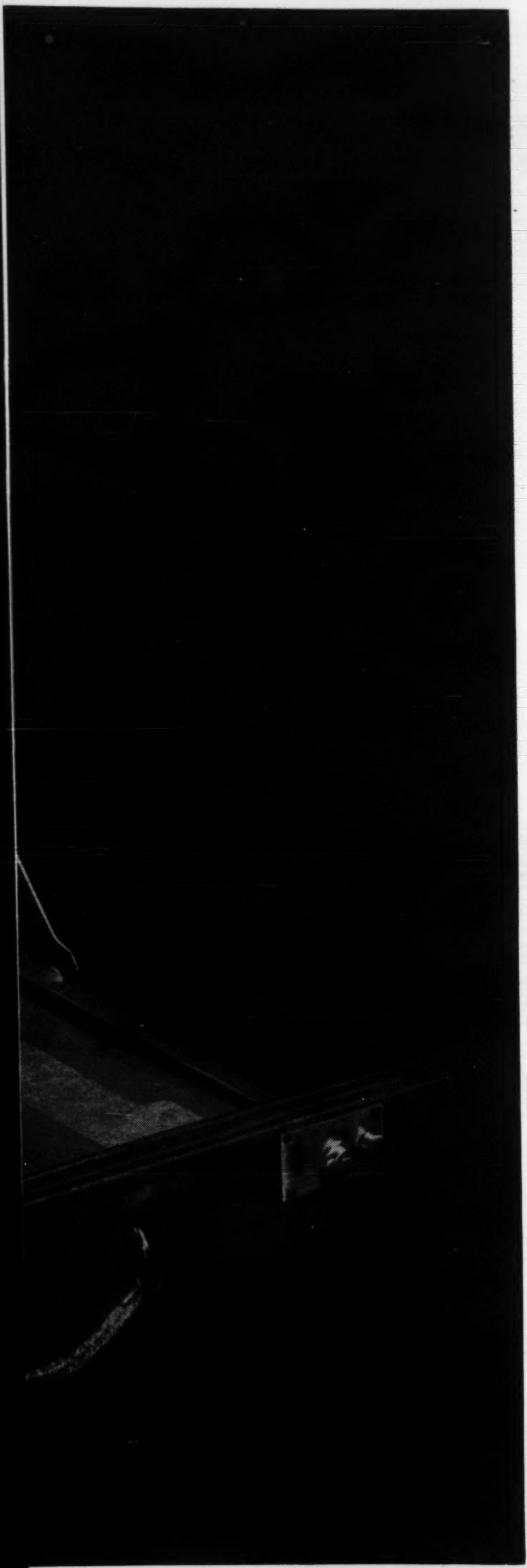
INDUSTRIAL DEVELOPMENT BOOSTED

People of Oklahoma have approved an industrial financing act to provide financing up to $10 million for industries seeking expansion or development in the state.

THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES Represented by The Katz Agency

M-A-P
MARKETING ASSISTANCE PROGRAM
A Guide to
CHILTON'S
M-A-P
MARKETING ASSISTANCE PROGRAM

CHILTON'S MARKETING



This new

M-A-P

MARKETING ASSISTANCE PROGRAM

booklet adds depth to your marketing strategy

Now, under one cover, complete information on *every marketing aid* available from Chilton and its 18 outstanding business magazines.

"A Guide to Chilton's M-A-P" is a new 44-page booklet summarizing hundreds of studies, surveys, charts, maps, films, marketing guides, IBM card decks, and a wide range of marketing services compiled and kept up to date by Chilton Publications.

This valuable marketing reference source is made possible because Chilton (1) maintains close contact with each market covered by its publications; (2) firmly believes that marketing assistance is a vital function of business magazines; and (3) has invested many years of effort and considerable sums of money in assembling its M-A-P.

Here is specific help in setting up sales territories, finding the right buying influences, checking market and product potentials, establishing advertising and selling strategies.

If you are, or could be, selling in any of the markets included in Chilton's M-A-P, get your copy of this essential booklet now. Write for it . . . or call a Chilton representative in your area.

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

NBP

Department Store Economist • Hardware Age • The Spectator • Automotive Industries
Boot and Shoe Recorder • Gas • Motor Age • Commercial Car Journal • Butane-Propane News
Electronic Industries • Aircraft & Missiles • The Iron Age • Optical Journal • Hardware World
Jewelers' Circular-Keystone • Distribution Age • Product Design & Development
Food Engineering • Chilton Research Services • Business, Technical and Educational Books

ASSISTANCE PROGRAM

Allegan
Van Buren
BENTON HARBOR
ST. JOSEPH
Berrien
Cass

DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:

POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

ale, nationally distributed and the brewer's only premium-price product; Black Label beer, a popular-price beer with national distribution; Stag beer, a popular-price midwest regional beer, and Heidelberg beer, a popular-price West Coast regional beer.

■ The brewer invested $7,600,000 last year to promote Black Label beer—by far its largest seller. This represents a huge gain over some $4,600,000 invested by Carling in 1958 to promote the brand. Of the $7,600,000, about $5,800,000 went into measured media, including 50% in television, 32% in radio, 12% in magazines, 5% in outdoor and 1% in newspapers.

The tv budget included sponsorship in 61 markets of reruns of Phil Silvers' Sgt. Bilko series and two network specials. Carling also sponsored telecasts of the Cleveland Indians and the Cleveland Browns on regional tv networks, and radio broadcasts for the two teams.

Ad expenditures last year for the other brands included $850,000 for Stag beer; $700,000 for Red Cap ale and $190,000 for Heidelberg beer.

■ Two agency appointments were made by Carling this year. The brewer named Edward H. Weiss & Co., Chicago, to handle advertising for Black Label beer in the midwestern marketing area, which includes northern Illinois, Wisconsin, Minnesota, eastern Iowa and North Dakota. Carling also appointed Lund-Heitman Smith, Honolulu, to handle Black Label advertising in the Hawaiian Islands.

Carling has six plants and is building a seventh outside of Baltimore (capacity of 800,000 bbls.) which will be in operation in 1961. The brewer also recently signed an option agreement to buy 50 acres of land near Fort Worth as a potential site for its eighth plant.

■ The following table shows Carling's advertising expenditures in media, production and promotion as reported by the company:

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 166,000	$ 337,981
Magazines	904,000	703,877
Business Publications	30,000	23,945
Spot Television	2,650,000	1,995,863
Network Television	622,000	——
Outdoor	384,000	457,695
Spot Radio	1,916,000	1,720,310
Point of Sale	2,255,000	1,359,576
Network Radio	——	125,780
Radio and TV Talent, Production	330,000	212,800
Merchandising Material	87,000	95,000
Co-Op Appropriations	——	145,000
Total Expenditures	9,340,000	7,177,847

■ The company's figures for media that are measured by various statistical bureaus differ slightly, but not importantly. The following table shows measured media expenditures, as reported by the Bureau of Advertising, PIB, Outdoor Advertising Inc., Television Bureau of Advertising and Radio Advertising Bureau:

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 195,467	$ 242,973
Magazines	846,879	679,827
Spot Radio	2,000,000	1,800,000
Network Television	330,007	286,749
Spot Television	3,022,220	1,556,620
Outdoor	281,070	160,724
Total Measured	6,675,643	4,726,893
Total Unmeasured	2,664,357	2,450,947
Total Expenditure	9,340,000	7,177,840

MARKETING PERSONNEL

Cleveland

Robert C. Garretson, vp-marketing
J. R. Phillips, assistant to vp-marketing
Paul Lohmeyer, planning director
E. W. Krause, marketing administration manager
Ralph I. Allison, director of research
William Wren, trade relations manager

Advertising

Arnold C. Graham Jr., director of advertising and promotion
Dorian St. George, television and radio manager
P. J. Higgins, merchandising manager

MARKETING PERSONNEL

(Five Divisions)

D. H. Metz, divisional marketing director (Atlanta)
R. J. Lachner, divisional marketing director (Belleville, Ill.)
E. S. Scheideman, divisional marketing director (Cleveland)
R. J. Thomas, divisional marketing director (Natick, Mass.)
G. P. Thompson, divisional marketing director (Tacoma)

Advertising

E. Groetzinger, divisional advertising manager (Atlanta)
A. B. Jablonski, divisional advertising manager (Belleville, Ill.)
R. J. Tait, divisional advertising manager (Cleveland)
R. P. Hyde, divisional advertising manager (Natick, Mass.)
E. J. Coombs, divisional advertising manager (Tacoma)

Public Relations

T. Peirce Hunter, director of public relations

ADVERTISING AGENCIES

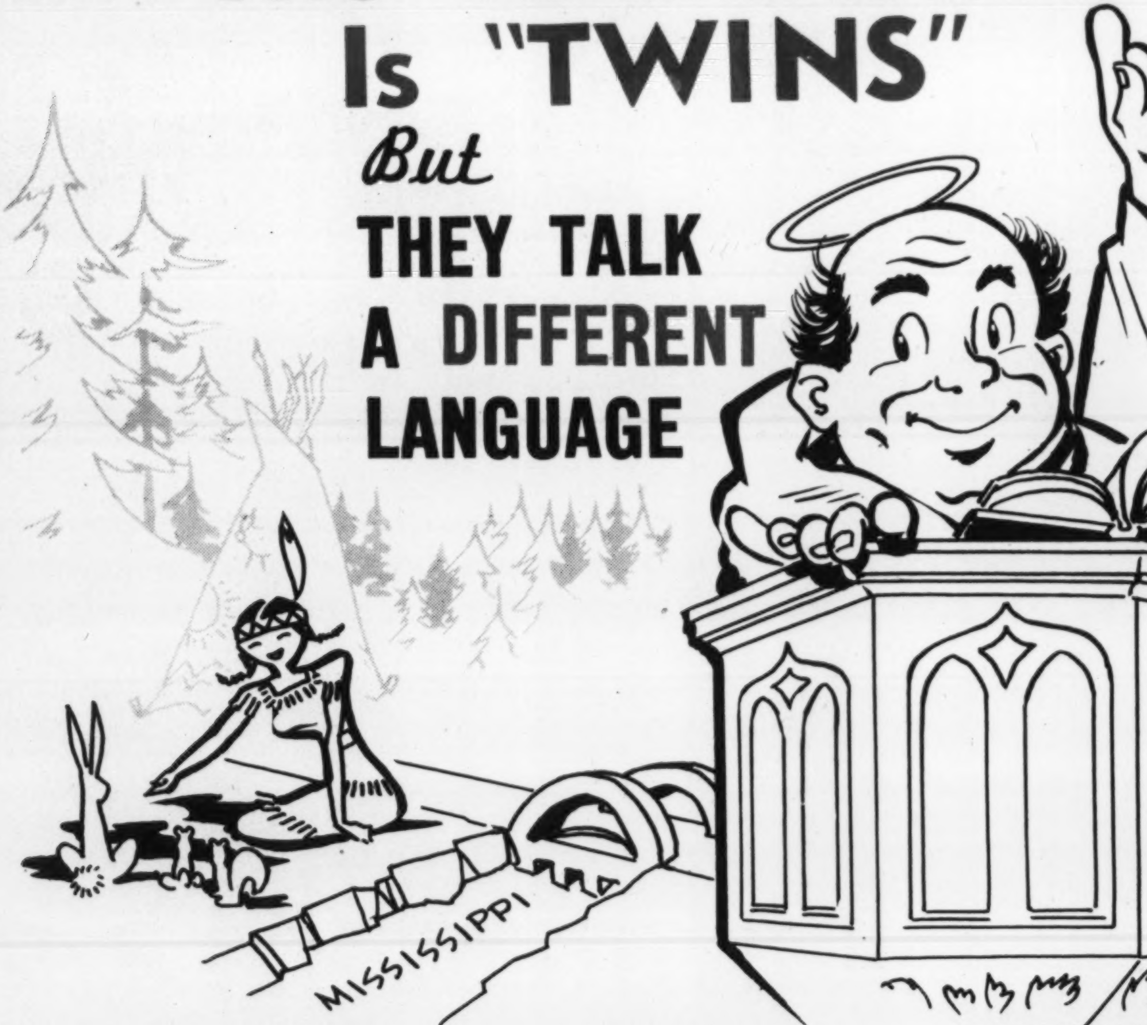
Lang, Fisher & Stashower, Cleveland—national advertising for Black Label beer—F P. Stashower, account supervisor; G. C. McKelvey, account executive.

Benton & Bowles, New York—Red Cap Ale—L. T. Steele, account supervisor; D. J. Kepner, account executive.

The 14th Market Is "TWINS"

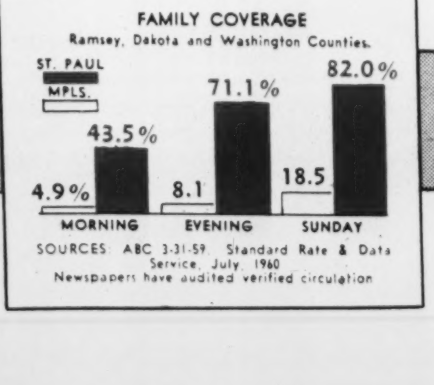
But

THEY TALK A DIFFERENT LANGUAGE



The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"

ST. PAUL
DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS
Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis



"They've got more than statistics going for them—they have the excitement of television, the permanence of print."

TV GUIDE

Guild, Bascom & Bonfigli, San Francisco and Seattle—Heidelberg beer, Black Label beer (regional advertising)—W W. Woodbridge, account supervisor; Tom Killilea, account executive.

Harold Cabot & Co., Boston—Black Label beer (regional advertising)—J. I. Summers, account executive.

Aitkin-Kynett Co., Philadelphia—Black Label beer (regional advertising)—G. B. Barnard, account supervisor.

Winius-Brandon Co., St. Louis—Black Label beer (regional advertising)—W. L. Sanborn, account supervisor; Victor H. Kennedy, account executive.

Liller, Neal, Battle & Lindsey, Atlanta—Black Label beer (regional advertising) W. W. Neal, account supervisor; Howard G. Axelberg, account executive.

Edward H. Weiss Co., Chicago—Stag and Black Label beer (regional advertising)—Jerome L. Joss, account supervisor; Charles Hemrick, account executive.

Lund-Heitman Smith, Honolulu—Black Label beer (regional advertising)—Adney D. Smith, account supervisor.

Top 25 Network TV Advertisers

Rank	Advertiser	Gross Time Expenditure 1959	Gross Time Expenditure 1958
1.	Procter & Gamble	$50,293,552	$50,638,647
2.	Lever Bros.	32,734,955	21,958,373
3.	American Home Products	28,109,458	20,507,683
4.	Colgate-Palmolive Co.	22,478,524	22,857,497
5.	General Foods Corp.	20,890,321	20,733,118
6.	General Motors Corp.	20,021,744	20,593,366
7.	R. J. Reynolds Tobacco Co.	16,123,827	16,002,213
8.	Gillette Co.	13,642,174	16,132,360
9.	Sterling Drug	12,975,463	9,919,859
10.	General Mills	12,919,237	10,790,118
11.	P. Lorillard Co.	12,825,558	9,791,226
12.	Bristol-Myers Co.	12,616,707	16,072,802
13.	Ford Motor Co.	12,048,187	12,561,121
14.	Liggett & Myers Tobacco Co.	11,591,507	10,849,983
15.	J. B. Williams Co.	10,658,987	10,173,557
16.	American Tobacco Co.	9,881,440	11,252,180
17.	Chrysler Corp.	9,507,266	14,341,471
18.	Philip Morris Inc.	8,595,078	**
19.	Brown & Williamson Tobacco Corp.	8,592,953	8,250,471
20.	National Biscuit Co.	7,599,142	**
21.	Kellogg Co.	7,454,261	10,290,885
22.	Miles Laboratories Inc.	7,420,515	**
23.	S. C. Johnson & Son	7,125,705	**
24.	National Dairy Products Corp.	6,395,377	6,709,514
25.	Standard Brands Incorp.	6,254,610	6,144,983

Source: Broadcast Advertisers Reports and Leading National Advertisers

**Not in top 25 in 1958.

Carnation Co.

	1959	1958
Sales	$396,282,502	$378,591,525
Earnings	9,981,480	9,842,312
Advertising	12,400,000*	12,400,000*

*Estimated by AA

Carnation Co., Los Angeles, the nation's 68th largest advertiser, invested an estimated $12,400,000 in advertising in 1959, about the same as in 1958, as sales and profits rose to new highs.

Despite record sales and profits, Carnation dropped to fifth in size among national dairy companies (as fast-growing Beatrice Foods, formerly not in the top five, moved up to third). The top four are National Dairy Products Co., Borden Co., Beatrice Foods, and Foremost Dairies. Carnation is the sales leader in its primary markets—the West and Southwest, and national sales leader for several of its grocery product items.

In addition to domestic distribution, the company markets its products in many parts of the world through a controlled affiliate.

■ Carnation continued to ride a media see-saw in 1959, with print expenditures up and broadcast media down. Reversing direction, Carnation in 1960 will swing 50% of its weight into broadcast media, with 21% going into combined print. The total budget is slightly higher in 1960.

Biggest buy in broadcast media for Carnation is the nighttime CBS-TV show, "Pete and Gladys," which debuts Sept. 19. Carnation bought alternate sponsorship on this half hour show as a replacement for the Burns & Allen show which Carnation carried for many years until Gracie Allen retired in 1958.

WTRF-TV STORY BOARD

New last line for the Happy Birthday song: "You're plastered, you b. . . a. . . d boy, Happy Birthday to you."

wtrf-tv Wheeling

Jim told his friend that just one remark was all he needed to make so he wouldn't be saddled with the worst looking girl at the party. The nasty pro walked over to the girl and said smartly: "You know, from across the room, you look just like my old mother."

"That's impossible," was the quick reply, "I'm married!"

wtrf-tv Wheeling

Shadrach, our wtrf-tv mascot and master of merchandising and promotion, says: "At WTRF-TV, Importance is our most important product!"

wtrf-tv Wheeling

"You have an awfully good stomach haven't you, Mama?"

"Why do you say that, dearie?"

"I heard daddy tell my nurse you swallow everything he tells you."

wtrf-tv Wheeling

Salesman C says: "It's a pity but all that a sweater does for some girls is make them itch."

wtrf-tv Wheeling

Who is George P. Hollingbery anyhow? He's the rep who can give you all the good reasons why you should be advertising to the Wheeling Market audience, the big and buying audience captivated and motivated by WTRF-TV. Selling? Let George do it here.

wtrf-tv Wheeling

Still think feminine for hero should be shero! Agree?

CHANNEL SEVEN • WHEELING WEST VIRGINIA

Network night tv shows which Carnation purchased in 1959 were a half sponsorship on "Sugarfoot," and participation on the "Untouchables." Network daytime shows continuing on the list include "The Verdict Is Yours," "As the World Turns" and Art Linkletter's "House Party," all CBS-TV.

Carnation's magazine schedule continues in *Better Homes & Gardens, Good Housekeeping, Life, Parents' Magazine, Reader's Digest, Seventeen* and *True Story*, as well as trade publications.

■ Carnation invested 49% of its ad money in combined print advertising in 1959 and 32% in radio and tv advertising. One of Carnation's primary lines, the evaporated milk division, invested $1,785,086, mostly in magazines and newspapers. The evaporated milk division markets under the names Carnation, Morning, Gold Cross, Red Cross, Northfield and Columbine. The division also includes Topic filled milk and Carnalac, a prepared infant formula introduced last year and now marketed nationally.

Another big product group at Carnation is Albers cereals, mixes, feeds and pet foods divisions, which in 1959 also took a major share of Carnation's budget. To promote Friskies dog and cat food alone, Carnation spent $1,652,000 in measured media, with nearly two thirds of it in newspapers.

■ In the highly competitive, dry dog-food field Friskies is tied with Gaines in the No. 2 spot in some markets, behind first-place Purina (Dog Chow), according to "Consolidated Consumer Analysis." In the wet dog-food line Friskies didn't do so well, achieving only two firsts in 21 markets and trailing Rival, Skippy and Vets.

The remainder of the advertising budget for the Albers division was spent this way: Albers feeds took $37,175, all in farm publications; cereals, $91,273 in magazines and spot tv, and Albers mixes, $158,183, all in newspapers. Pet foods and Albers feeds are marketed nationally, while the cereal products are marketed in 13 western states.

IN MEXICO
Corn Products
is a client
of
NOBLE ADVERTISING CO.
PLAZA DE LA REPUBLICA 26, MEXICO 1, D. F.

■ To promote its instant products division, Carnation last year invested $1,619,165 in measured media, principally in daytime network television, Sunday supplements and national magazines. This marketing division includes Carnation brands of instant nonfat dry milk, instant chocolate flavored drink, instant malted milk and nonfat dry milk solids, and recently added Trio instant powdered mashed potatoes for the institutional trade.

Carnation reports that national market research figures show that the company has "more than 40% of the dry milk business." Carnation has intensified and expanded its efforts in the institutional market to promote the instant product line. Carnation's Canadian operation has also successfully introduced the instant nonfat dry milk across the dominion.

Two other Carnation divisions, mainly regional in scope, are the fresh milk and ice cream division, which markets fresh dairy products and frozen novelties in the West and Southwest, and the frozen foods division, which puts out fruit pies, meat and poultry pies, cream pies, cakes and cookie rolls, distributed in most markets except the East and Southeast.

■ The Carnation story chronicles the rise from a profitless volume of $170,589 in the first year of business to a top spot among national dairies. The company, founded in 1899 at Kent, Wash., set up its first evaporated milk plant in a converted hotel. Owner E. A. Stuart and his partner found the going rough because evaporated milk didn't enjoy consumer acceptance. The public was suspicious of canned goods, especially the hand-made cans that were first turned out.

But by 1901, when Mr. Stuart became sole owner, production was solved, and the company's canned products proved themselves in the current Alaskan gold rush and in shipments to Japan. Carnation then broke into print and outdoor advertising.

The company has continued to grow since then, greatly increasing foreign sales during World War I and expanding into the fresh milk and ice cream fields on the West Coast in 1926 (it acquired 26 plants in two years). Carnation took over Albers Bros. Milling Co. in 1929, paving the way for its present western strength in cereals, mixes and pet foods.

Among recent personnel changes, Carnation named Norman Johnson ad manager of the fresh milk and ice cream division last July 1. He was formerly in a regional division and replaced Robert E. Minco, who became ad promotion manager of the *Los Angeles Times.* John Leggitt was named advertising supervisor of the frozen foods division, in addition to his post as supervisor of promotional advertising. In the pet foods division Gordon Modesti was named assistant ad manager and Gerald Murphy became retail products manager in the instant products division.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 2,987,661	$ 2,524,935
Magazines	1,719,073	2,045,633
Farm Publications	254,592	237,725
Business Publications	249,600	192,600
Network Television	2,640,848	2,661,752
Spot Television	584,590	729,860
Outdoor	336,732	339,645
Total Measured	8,773,096	8,732,150
Total Unmeasured	3,626,904	3,667,850
Estimated Total Expenditure	12,400,000	12,400,000

MARKETING PERSONNEL

Ralph R. Brubaker, marketing vp

Sales

Henry C. Arnest, vp for grocery product sales

Dwight L. Stuart, assistant grocery product sales vp

Advertising

Paul H. Willis, advertising vp

G. S. Thompson, general assistant advertising manager

ADVERTISING AGENCIES

Erwin Wasey, Ruthrauff & Ryan, Los Angeles—dairy products, cereals, dog and cat foods, frozen foods and Albers feeds—James Vandiveer, Melvin Smith, F. McMahon, C. Short, M. Minchin, Richard Forbath and Al Flor, account executives.

Harris & Love Advertising, Salt Lake City—Morning and Columbine evaporated milk—R. T. Harris, account executive.

Baker Advertising Agency, Toronto—all Canadian advertising—G. Cudlip and L. Akerman, account executives.

EVAPORATED MILK DIVISION

MARKETING PERSONNEL

Advertising

Marvin O. Clausen, general ad manager

H. R. Chamberlin, ad manager

ADVERTISING EXPENDITURES

	1959
Newspapers	$ 754,945
Magazines	907,956
Farm Publications	104,325
Spot Tv	17,860
Total	1,785,086

INSTANT PRODUCTS DIVISION

MARKETING PERSONNEL

H. M. Shackelford, division manager

Gerald Murphy, retail products manager

Advertising

R. J. Davis, advertising manager

R. Mott, assistant advertising manager

ADVERTISING EXPENDITURES

	1959
Newspapers	$ 467,175
Magazines	634,810
Farm Publications	59,900
Spot Tv	457,280
Total	1,691,165

ALBERS CEREALS, FEEDS AND PET FOODS DIVISIONS

MARKETING PERSONNEL

Advertising

L. R. Johnson, cereals ad manager

L. Aldenhoevel, general ad manager for pet foods

Gordon Modesti, pet foods assistant ad manager

Robert Moore, ad manager for feeds

Arthur Ellsworth, assistant advertising manager, feeds

ADVERTISING EXPENDITURES

	1959
Newspapers	$1,672,179
Magazines	176,307
Farm Publications	46,395
Spot Tv	43,750
Total	1,938,631

FRESH MILK AND ICE CREAM DIVISION

MARKETING PERSONNEL

J. Bryant, general sales manager

Norman Johnson, advertising manager

ADVERTISING EXPENDITURES

	1959
Newspapers	$ 90,745
Spot Tv	52,500
Total	143,245

FROZEN FOODS DIVISION

MARKETING PERSONNEL

R. F. Murphy, merchandising manager

John Leggitt, advertising supervisor

ADVERTISING EXPENDITURES

	1959
Newspapers	$ 2,617
Spot Tv	13,500
Total	15,817

Carter Products Inc.

	1959	1958
Sales	$58,899,638	$48,082,373
Earnings	8,941,489	6,968,162
Advertising	15,000,000*	13,000,000*

*Estimated by AA

Carter Products Inc., the nation's 59th largest advertiser, had a sales increase of 22% and an earnings increase of 28% for the fiscal year ending March 31, the best in the company's 80-year history. Since 1956, sales have more than doubled, earnings more than quadrupled. The 1959 advertising estimate includes $9,327,964 spent in measured media ($8,900,000 of it in television) and about $4,000,000 spent by the Wallace Laboratories division in ethical promotion.

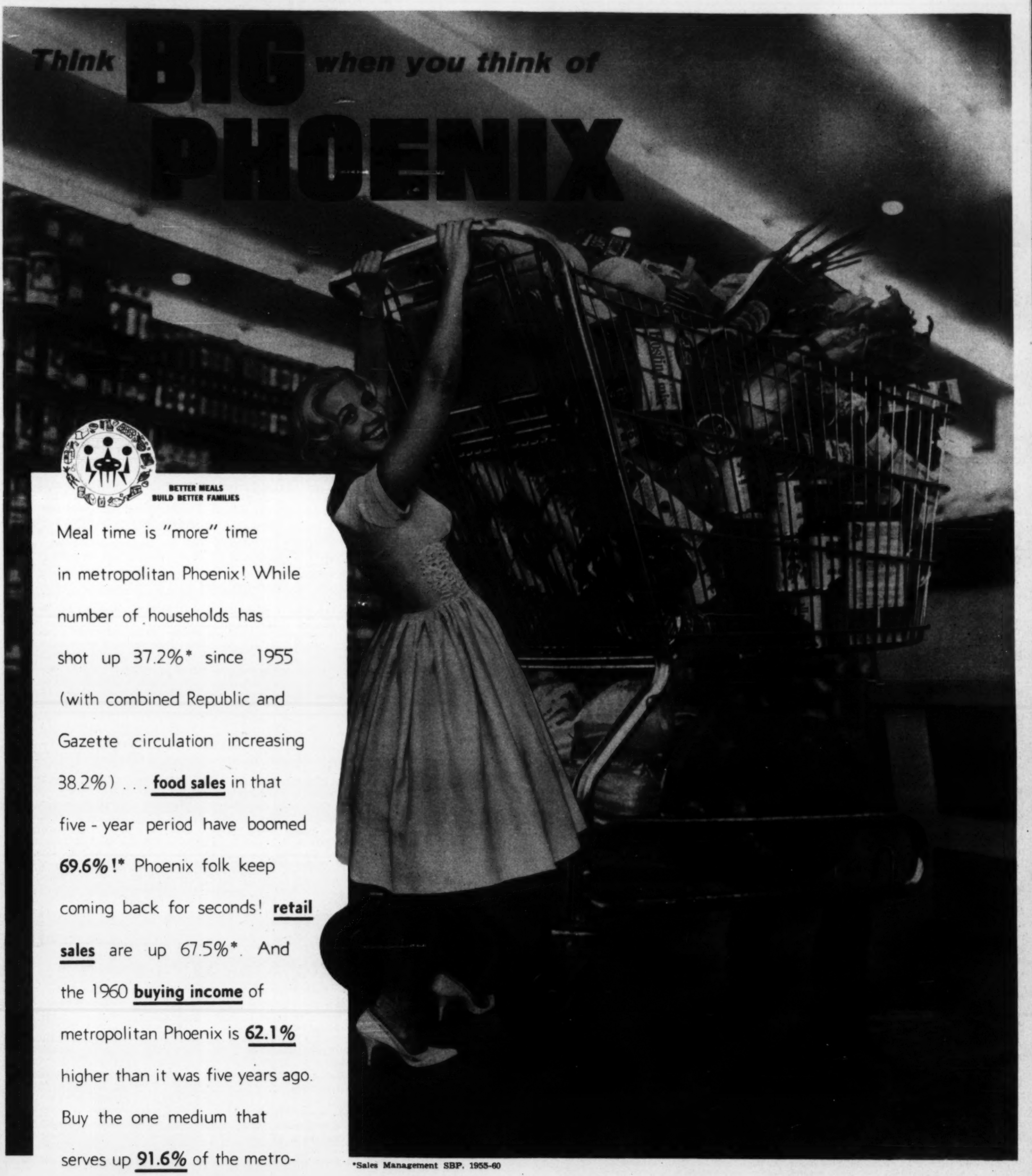
Carter's heaviest advertised product is probably Arrid deodorant, which last year had a measured media expenditure of about $2,500,000, down somewhat from 1958. Appropriation for Miltown tranquilizers was about $1,500,000 last year. Carter placed it at "$9.22 per physician." Wallace Labs, with no sales force calling on doctors, is about the fifth largest ethical drug advertiser, though there are probably 15 other drug companies with higher sales than Carter, most of them running better than $100,000,000 annually.

■ Carter boosted its tv advertising by more than $1,000,000 over 1958, and shifted the emphasis from spot to network which got over $5,000,000. The newspaper budget dropped about $125,000, magazines were down over $100,000 and spot radio, where $200,000 was reported in 1958, shows no expenditure. Carter's network tv properties included "Douglas Edwards and the News," "Sunday News Special," "Hawaiian Eye," "Sunset Strip," "To Tell the Truth," "Person to Person," "National Rodeo Finals," "Jubilee U. S. A.," "American Bandstand," "Jack Paar," professional football and several college football bowl games.

The sales increase embraced the proprietary, ethical, food and international fields in which the company operates. Proprietary drugs, toiletries and cosmetics sales increased 11% and represented 40% of total sales, while the $33,000,000 in ethical drug business was a 30% increase and accounted for 56% of the total business. Food products—the Frenchette Co. division—accounted for the remaining 4% and international business was 6% of total sales. Ethicals increased 3% and proprietaries dropped 4% from the 1958 percentages. Carter's income from royalties and licenses in the ethical drug and pressurized shave cream markets rose more than $300,000 to $3,667,976 and represent a substantial part of company earnings.

■ Carter Medicine Co. was founded in 1880 by Dr. Samuel Carter, an Englishman who remained in the U. S. after serving in the medical corps during the Civil War. In 1930, when Henry Hoyt Sr. bought into and became operating head of the company, it had 20 employes and annual sales of $550,000 with its liver pill laxative, Mr. Hoyt stated recently. Carter entered the ethical drug field in 1942, struck paydirt in 1955 with Meprobomate, the first tranquilizer drug developed in the U. S. By 1957, the

Think BIG when you think of PHOENIX



BETTER MEALS
BUILD BETTER FAMILIES

Meal time is "more" time in metropolitan Phoenix! While number of households has shot up 37.2%* since 1955 (with combined Republic and Gazette circulation increasing 38.2%) . . . **food sales** in that five-year period have boomed **69.6%!*** Phoenix folk keep coming back for seconds! **retail sales** are up 67.5%*. And the 1960 **buying income** of metropolitan Phoenix is **62.1%** higher than it was five years ago. Buy the one medium that serves up **91.6%** of the metropolitan Phoenix area . . . plus a side dish of **63%** state-wide coverage.

*Sales Management SBP, 1955-60

The Arizona REPUBLIC · The Phoenix Gazette

Morning and
Evening Combination

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

full impact of the new drug was felt and sales nearly doubled to $42,000,000, aided largely by Miltown, Equanil—licensed to Wyeth Laboratories—other combinations of tranquilizer drugs and bulk sales of its patented Meprobomate powder.

The company also developed Rise pressurized shave cream and Nair depilatory, both of which it reports are now No. 1 in their fields. While there are now some 600 employes, Carter runs a tight-knit organization with only five executive officers, the president and four vps who are full-time operating heads, and six directors. Dr. F. M. Berger, developer of Meprobomate, is president of Wallace Laboratories. In its new $7,000,000 plant in Cranbury, N. J., facilities include a research staff of about 180 and a research budget of more than $3,000,000. Tightly held by Hoyt interests for more than 50 years, Carter "went public" in 1957, and revealed in its prospectus that it had a $14,000,000 business in 1955 when the first tranquilizer was introduced, a $23,000,000 business one year later and a $42,000,000 business by 1957. It reported advertising expenditures of $5,700,000 in 1955, $8,200,000 in 1956 and $14,600,000 for fiscal 1957.

■ Arrid cream deodorant is considered the most advertised and best-selling deodorant. Its 1959 measured ad budget was roughly $1,000,000 ahead of Ban, generally considered the next best seller. Other Arrid products include a roll-on, a men's spray and a chlorophyll version. Rise shaving cream is marketed in three versions and licenses for the pressurized patent have included Avon Products and Warner-Lambert Pharmaceutical Co. Measured ad expenditures for Rise totaled over $1,500,000 last year.

Other consumer-advertised products include Nair lotion and cream depilatories, Carter's Little Pills, Colonaid (also a laxative), and Frenchette, Italianette and Mayonette, low-calorie salad dressings made by the Frenchette division which Carter says are the largest sellers of their kind. Frenchette was purchased in 1957, and last fall advertising was switched from Cohen, Dowd & Aleshire to Ted Bates & Co., Carter's main agency. About that time, Frenchette ad manager William Zierler left and was not replaced.

In the last year or so, the company quietly entered the cold remedy field and has two products, Decongestol and Silent Night (a nasal product), currently in about five test markets. Warwick & Legler was added to its agency roster last year for the two decongestants and about two other test products—a fact not generally known until this report. Advertising for Effisan, a test product relaxant, tailed off last year. In recent years Carter has tested or marketed, and dropped, Snow White, a pressurized toothpaste; Perspray, a pressurized deodorant; Prize, a roll-on deodorant; Crew hair tonic and First aftershave lotion.

■ On the ethical new products front, it has introduced Soma, to relieve muscle stiffness; Appetrol, to curb appetite, and new combinations of Meprobomate products. Soma and Deprol, an anti-depressant, were launched in Canada last year.

Just this month Wallace Labs added Leo Burnett Co. as a new agency to handle unnamed products.

Never a company to get into the public prints willingly, Carter has nevertheless had more than its share of public litigation and last year and this year so far are no exceptions.

In June, it was slapped with a complaint by the Federal Trade Commission which charged that Rise shave cream tv commercials (discontinued in March) were false, misleading and disparaging of competitors. Carter conceded the commercials were exaggerated but said this was dictated by the time demands of tv. Six months previous, the FTC got a final U. S. Supreme Court order terminating a 16-year marathon litigation which cost the government and the company millions, prohibiting the use of the word "liver" in Carter's Little Liver Pills. In Canada, this past spring, use of the word "liver" became the subject of a parliamentary discussion as the Canadian department of health decided the word could remain in the name because it "has been used in this country for umpteen years."

■ Early this year, Carter was in another governmental crossfire, as one of two defendants (along with American Home Products) charged in anti-trust action with monopolizing the sale of Meprobomate tranquilizing products. The same month, Carter was on the hot seat with the Kefauver senate investigating subcommittee which charged the company with failing to disclose the habit-forming tendencies of its tranquilizers in its medical advertising (Carter denied such tendencies) and in addition, warned that Carter was one of several drug houses courting government price controls because of its domestic and foreign price policies. (Carter said Miltown costs 10.6¢ per tablet in the U. S., nets the company 1.2¢.) Carter officials also testified before a New York federal grand jury investigating tranquilizer anti-trust violations.

Proceedings to determine damages due Carter from Colgate-Palmolive Co. for violating the Rise pressurized patent, according to a 1956 decree, are still in progress.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 195,996	$ 326,642
Magazines	179,157	284,700
Farm Publications	10,446	——
Network Television	5,468,065	2,340,095
Spot Television	3,474,300	5,202,300
Spot Radio	——	200,000
Total Measured	9,327,964	8,353,737
Total Unmeasured	5,672,036	4,646,263
Estimated Total Expenditure	15,000,000	13,000,000

MARKETING PERSONNEL

Philip Richardson, vp in charge of sales and advertising
Henry H. Hoyt Jr., asst. to the vp in charge of sales and advertising
John B. Erickson, director of brands, Arrid, Carter's Little Pills, Nair and new products
John L. Sullivan, director of brands, Rise, Colonaid, Arrid, Whirl-In and new products
Lorin S. Myers, director of media
William Guerin, general sales manager
Charles A. Tucker, general manager, Frenchette division
H. E. Petersen, director of marketing, Wallace Laboratories
M. A. Maurer, advertising manager, Wallace Laboratories
F. F. Schley, director of sales and promotion, Wallace Laboratories
R. Bond, product mgr., Wallace
R. D. Gilmore, product mgr., Wallace
J. M. O'Shea, product mgr., Wallace
G. Wilson, product mgr., Wallace

ADVERTISING AGENCIES

Ted Bates & Co., New York—William Gross, account supervisor, Carter's Little Pills; Fred Lemont and Thomas Quinlan, account executives, Arrid Whirl-In, Nair; Robert Spencer, Richard Berger, Harold Palmer, Robert Lyon, Jack Grainger, account executives, ethical products (Wallace Laboratories), Frenchette division (Frenchettte, Italianette, Mayonette), Stanley A. Bogan and Joe Bush, account supervisors.

Sullivan, Stauffer, Colwell & Bayles, New York—Barrett Welch, account supervisor—Norman Vale, account executive, Arrid; Roland Marx, account executive, Rise.

Kastor, Hilton, Chesley, Clifford & Atherton, New York—Henry Kastor Kahn, account supervisor, Colonaid.

Warwick & Legler, New York—Henry Legler, account supervisor, Decongestol, Silent Night, other test products.

Ted Gotthelf & Associates, New York—Ted Gotthelf, account executive, Milpath (Wallace Laboratories).

Robert E. Wilson Inc., New York—Al Anderson, account executive, Soma (Wallace Laboratories).

Leo Burnett Co., Chicago—Unnamed products.

CHANGE TONES—*Pond's Angel Face advertising, like this full-color page in magazines, features a fashion coordination idea ("wear different skin tones for different fashion colors") which the company said produced an 18% sales increase last year, highest single increase in the Pond's line, and will bring a one-third increase by the end of 1960.*

Chesebrough-Pond's Inc.

	1959	1958
Sales**	$66,314,185	$59,368,371
Earnings**	4,030,004	3,568,308
Advertising*	10,000,000	10,000,000

*Estimated by AA
**Worldwide

Chesebrough-Pond's Inc., the nation's 77th largest advertiser, invested an estimated $10,000,000 in domestic advertising in 1959, about the same as in 1958, as sales and earnings set records.

An additional $5,000,000 is believed to have been invested in foreign advertising, which was increased somewhat from 1958. The company forecast a "slight rise" in over-all advertising in 1960.

Earnings passed the $4,000,000 mark for the first time, increasing 14% over 1958.

A major portion of the over-all sales increase is attributed by Chesebrough to the international division (38% ahead in profits) and the recently acquired Prince Matchabelli and Seaforth product lines. Domestic sales showed "moderate" gains with the rise due "in large part" to new product introductions, the Seaforth line, a redesigned Pond's line and a new sales high for Vaseline petroleum jelly.

Vaseline hair tonic, with an estimated $3,000,000 budget, is the company's biggest single, advertised product. Colgate-Palmolive Co., for 84 years distributor of the Vaseline line (until 1958), has estimated annual sales between $15,000,000 and $20,000,000.

■ Chesebrough-Pond's was formed in 1955 by the merger of the 75-year-old Chesebrough Mfg. Co., whose business was founded on Vaseline petroleum jelly, and the 109-year-old Pond's Extract Co., built on the sale of facial creams. The merged operation went on to establish an international division, acquired Pertussin cough syrup from Seeck & Kade in 1956 and the Prince Matchabelli line (including Simonetta and Black Watch fragrances) and Seaforth men's toiletries from Vick Chemical Co. in 1958.

The same year a domestic marketing and advertising reorganization took place and the sales force was doubled. Late last year, the Aziza division of Mauvel Ltd. was acquired and its line of eye cosmetics added to Prince Matchabelli.

Advertising agency changes have kept pace with over-all company changes. Last fall one of the oldest ties in advertising history—the 47-year relationship between McCann-Erickson and Chesebrough—was severed and Norman, Craig & Kummel (already in the company stable for several months) won the Vaseline hair tonic and Lip-Ice Balm accounts, billing about $3,000,000. Compton Advertising (already a Pond's and Seaforth agency) picked up the smaller share, some $600,000 in Pertussin cold remedies business. Three weeks ago, Norman, Craig added Pond's Angel Skin hand lotion and hand cream, from Compton, while that agency was assigned a new test product.

Later in the year, advertising for the medical field was transferred from Noyes & Sproul to Cortez F. Enloe Inc. Last January the newly-acquired Aziza line transferred from Lester Harrison Inc., where it had been a very modest advertiser, to J. Walter Thompson Co., agency for the Matchabelli division. In June, Latin American advertising formerly at McCann shifted to Robert Otto & Co.

■ Transition in the company's domestic marketing operations continued in high gear during 1959, including the test introduction of Pond's Flowing Cold Cream on the West Coast last winter, which is expected to go national by the end of 1960. Pond's Moisture Base, launched the previous year, went national early in 1959. Discontinued test products included a flowing cold cream and a flowing moisture cream—both in pressure containers—and a lavish facial lotion in a ceramic bottle.

The company reported that its "foremost" marketing goal of the year was development of "a modern, high quality, high fashion concept for the Pond's line." First step in this program was the creation of a "family look" for Pond's products by a complete repackaging and relabeling program, started in 1958, and followed by a drive to get permanent retail displays of the Pond's line rather than displays of single products. In the last half of the year, a highly successful "Passport to Paradise" contest promotion with prize trips to Paris was staged.

Pond's creams (cold, vanishing, dry skin) are generally considered No. 1 in the market, although they have dropped some percentage points, according to at least one survey. Angel Face is the No. 2 seller in its field. A new $1.25 size was introduced and the promotion of a new fashion-coordination shade concept resulted in the "most spectacular individual sales increase in the Pond's line." Sales were up 18% last year and a total one-third increase is expected in 1960.

■ In measured media, the Pond's line received an expenditure of some $2,000,000, of which the largest single chunk, more than $600,000, apparently was for Angel Face.

Vaseline petroleum jelly sales were the highest in company history, up 28% in the past two years and reported to be in 90% of U. S. homes. It is almost the only nationally advertised petroleum jelly and it competes with many regional brands. Vaseline hair tonic, the company's most heavily advertised product, continues the nip-and-tuck race with Wildroot, Vitalis, and recently Brylcreem, for top share of the market. A campaign last fall was based on the advantages of Vaseline over other products when used with water. Early this year advertising was directed to the growing youth market.

The company continued to plunge into the cold remedy field, with measured media expenditures for Pertussin again around the $600,000 mark. Two new cold products were launched, an antibiotic throat lozenge and a very successful aerosol vaporizer on which the company hoped to break even in the first year. (Also launched by the vaporizer commercials was a $1,000,000 libel suit by Kaz Mfg. Co. against Metropolitan Broadcasting Co. for saying that "steam is dangerous" over WNEW-TV.)

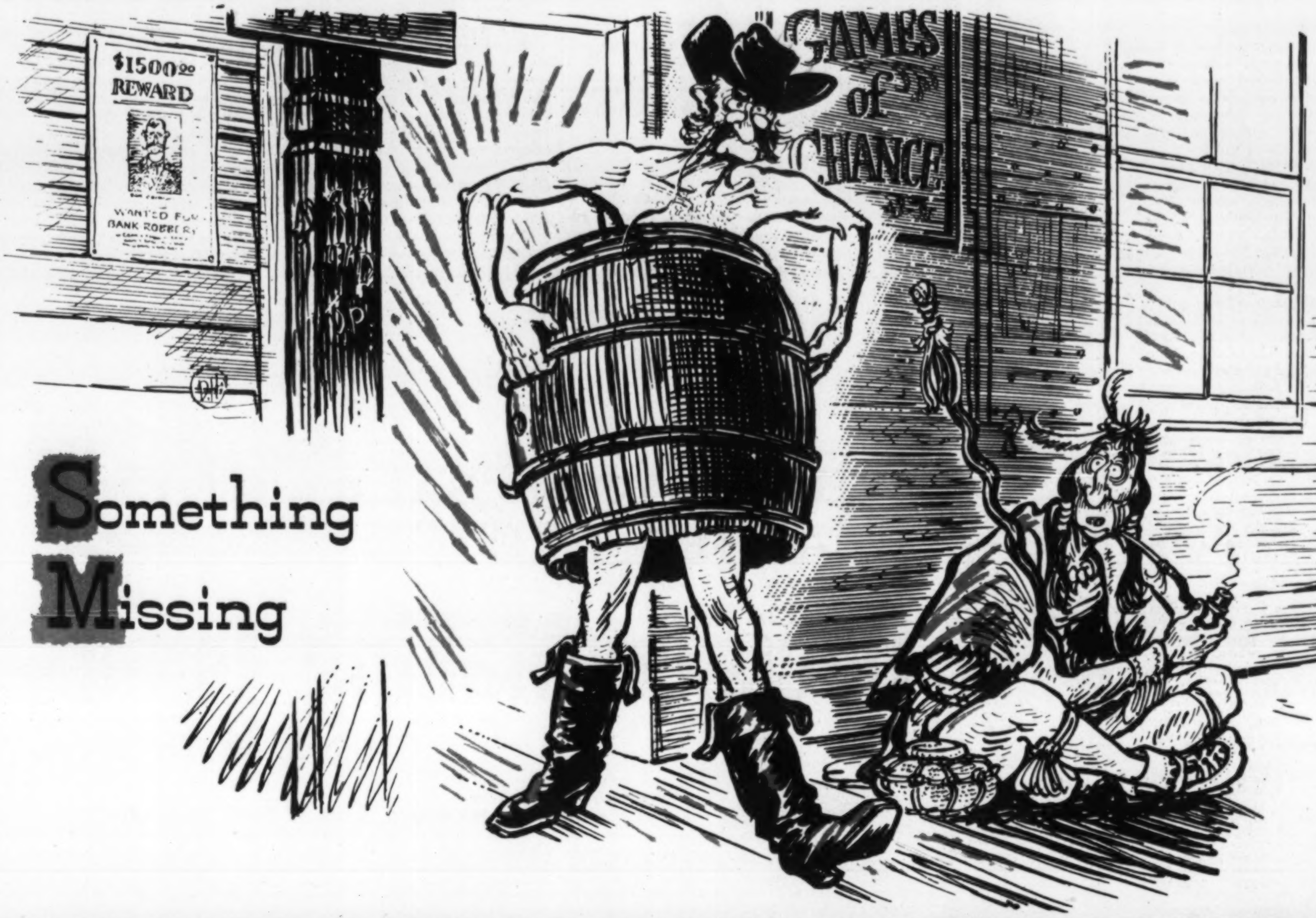
■ It was a year of reorganization and future planning for Seaforth men's toiletries, as well as the Prince Matchabelli line, where a complete product overhauling took place. For Seaforth, all but "high sales potential" products were eliminated; sizes, packages and prices were standardized and seasonal gift lines were substantially reduced as marketing emphasis shifted to year-round activity. The company expects to unwrap a "decent" national ad program for Seaforth late this year and hopes to put the line on a profitable basis in 1961.

Matchabelli hiked its sales 23% in its first full year under C-P management, a year marked by new products, repackaging and a continuous national ad program. Ad illustrations were of men, while copy told women that Matchabelli fragrances will make them remembered by men. Matchabelli ended the year with a "small loss," but

Top 25 Spot TV Advertisers

Rank	Advertiser	Gross Time Expenditure 1959	1958
1.	Procter & Gamble	$45,046,800	$33,833,060
2.	Lestoil Products Inc.	18,132,030	12,339,090
3.	General Foods Corp.	14,599,400	11,020,780
4.	Lever Bros.	14,118,940	16,578,860
5.	Colgate-Palmolive Co.	13,879,890	10,998,490
6.	Continental Baking Co.	10,806,480	9,223,910
7.	Warner-Lambert	10,690,620	8,832,990
8.	American Home Products	10,657,620	7,275,680
9.	Brown & Williamson	9,252,640	9,413,530
10.	Miles Laboratories	7,830,830	7,895,950
11.	Bristol-Myers Co.	7,744,650	**
12.	International Latex	7,381,340	5,678,510
13.	Kellogg Co.	5,988,600	**
14.	Texize Chemicals	5,360,900	4,704,170
15.	Philip Morris	4,387,270	4,066,710
16.	R. J. Reynolds	4,252,450	**
17.	Corn Products Co.	4,226,190	3,191,790
18.	P. Lorillard	4,177,170	6,717,450
19.	Standard Brands	4,135,040	4,368,290
20.	United Merch. & Mfrs.	3,840,970	**
21.	J. A. Folger & Co.	3,722,440	**
22.	Avon Products	3,677,040	**
23.	Sterling Drug	3,660,910	3,645,220
24.	Anheuser-Busch	3,649,070	**
25.	Coca-Cola Co. & Bottlers	3,567,960	3,699,270

Source: Television Bureau of Advertising
**Not in top 25 in 1958.


$1500 00
REWARD
WANTED FOR
BANK ROBBERY
GAMES of CHANCE

Something Missing

... like California without the Billion-Dollar Valley of the Bees

THE SACRAMENTO BEE
THE MODESTO BEE
THE FRESNO BEE

- **Actually, total effective buying income of more than $3 billion**
- **More people than each of 18 states**
- **Not covered by San Francisco and Los Angeles newspapers**

Look to inland California — the Billion-Dollar Valley of the Bees — to broaden your sales potential in the West. If you're hugging the coastline, you're missing a huge market.

And, once you get over the mountains, you're in rich territory. Make your message work by putting it in the Bees — the only newspapers that cover California's inland Valley.

Data source: Sales Management's 1959 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

expects a profit in 1960.

Lloyd V. Young, president of the international division, was elected chairman of the board, succeeding Arthur B. Richardson, who retired after 46 years with the company. William C. Watson, company treasurer, succeeded Mr. Young.

The trademark infringement suit brought by Brylcreem several years ago against Valcream was dismissed on the grounds that there was no similarity or likelihood of confusion between the two names. Manufacturing, except for Pertussin, was consolidated in an expanded Clinton, Conn., plant as three other facilities were virtually shut down. Research staff and facilities were expanded. The unbroken dividend payment record was extended to 439 in 77 years. To service international operations that embrace 133 countries, some 50 advertising agencies were employed, writing copy in more than 30 languages.

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$ 587,000	$ 492,497
Magazines	2,118,000	1,372,954
Business Publications	56,000	58,663
Network Television	2,164,000	4,003,834
Spot Television	1,720,000	1,758,838
Total	6,640,000	7,686,778

*These figures were supplied to AA by Chesebrough-Pond's and differ somewhat from the figures below, which were recorded by independent statistical sources. Notably, the above figures do not include a $1,670,000 spot radio figure recorded below.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 714,100	$ 657,907
Magazines	2,187,897	1,444,116
Farm Publications	37,215	———
Business Publications	67,100	58,000
Spot Radio	1,670,000	———
Network Television	2,271,639	3,008,078
Spot Television	1,484,670	1,625,070
Total Measured	8,432,621	6,883,171
Total Unmeasured	1,567,379	3,116,829
Estimated Total Expenditure	10,000,000	10,000,000

MARKETING PERSONNEL

Andrew A. Lynn, vp in charge of domestic marketing
Paul Woolard, vp in charge of marketing, Prince Matchabelli Inc.
Frank H. Orr, executive assistant to vp of domestic marketing

Brand Operations

William M. Cook Jr., brand manager, Pond's treatment line
Warren B. Dubin, brand manager, Pond's makeup and fragrance line, Vaseline Lip-Ice pomade
Edwin F. Weigand, brand manager, Vaseline petroleum jelly, Vaseline cream hair tonic, Vaseline camphor ice
Robert M. Fenner, brand manager, Vaseline hair tonic, Pertussin, proprietary products, Valcream
Frank Stamberg, general sales manager, Matchebelli
Donald Heller, new products manager
Robert J. Fuhrman, brand manager, Seaforth and Angel Skin
Paul H. Jeynes Jr., assistant brand manager, Pertussin, proprietary products, Valcream

Sales

Robert Neuffer, general sales manager
Rufus T. Hulsey, variety store sales manager
Sam Young, chain store sales manager
R. C. Courtney, food store sales manager
A. W. Hedges, sales administration manager
C. A. Bonistall, northeast regional manager
James T. Wilson, mid-Atlantic regional manager
John Gardella, southeast regional manager
Kermit G. Welton, midwest regional manager
L. W. Lee, southwest regional manager
William F. Burr, west divisional manager
F. E. Hall, professional products manager

Advertising

Albert B. Richardson, vp in charge of advertising
Clark Hambley, vp in charge of advertising, Matchabelli
Joseph E. Durlach, advertising administrator
Charles S. M. Quigley, international advertising manager

ADVERTISING AGENCIES

J. Walter Thompson, New York—Arthur Porter, account supervisor; Robert Boslet, account executive—Pond's creams; E. Balicki, account executive—Angel Face, new products—Mildred Wedekind, account executive—Prince Matchabelli Inc.

Compton Advertising, New York—Martin A. Devine, account supervisor; Richard Houghton, account executive—Seaforth, Valcream; Robert Cornish, account executive—Pertussin products; test products.

William Esty Co., New York—William Booth, account supervisor; William E. Palmer, Eugene A. Petrillo, account executives—Vaseline petroleum jelly.

Norman, Craig & Kummel, New York—Norman B. Norman, account supervisor; Harriet Segman, account executive—Pond's lipstick, Angel Touch, Angel Skin hand lotion, Angel Skin hand cream; E. Gallagher, account executive—Vaseline hair tonic; Charles Holcomb, account executive, Lip-Ice pomade, Vaseline cream hair tonic; test products.

Cortez F. Enloe Inc., New York—ethical product advertising—Clem F. Thiesen Jr., account executive.

Chrysler Corp.

	1959	1958
Sales	$2,642,980,000	$2,165,382,000
Net Loss	5,431,000	33,825,000
Advertising	60,864,200*	58,754,000*

*Estimated by AA

Chrysler Corp., Detroit, the nation's ninth largest advertiser increased advertising expenditures about 4% to $60,864,000 last year, in line with increased sales.

Chrysler's ad increase reflects increased unit sales—862,108 cars and trucks in 1959, compared with 696,819 units in 1958. Dollar sales rose 22% during the year, and losses were cut by more than $28,000,000 to $5,431,000. Two prolonged strikes—in the glass and steel industries—were among factors which kept the company in red ink in '59, Chrysler said.

During the year, the company made several moves to strengthen its competitive situation in 1960. These included: (1) Bringing to market completely new models in its five established car lines, (2) introducing the compact Valiant and the lower-price Dodge Dart, (3) changing to unitized construction in six car lines, (4) developing a new family of six-cylinder engines and (5) realigning the dealer organization to establish Dodge-only dealerships, and to provide greater individual market potential for Plymouth dealers.

WHERE YOUR **SALES STORY**
REACHES THE

Decision-Making Team

Today, most major advertising decisions are shaped by team effort. Chances are, in the companies and agencies you want to reach, at least three, four or more executives will influence the choice of your market, medium or service.

Industrial Marketing's monthly penetration of industrial companies and agencies is a vital factor for IM advertisers. Because IM is the only publication serving the specialized interests of those concerned with selling and advertising to business and industry, most of the men who call the shots on industrial markets and media are enthusiastic IM readers.

At the Inland Steel Company, for example, where the 1959 appropriation for business-paper advertising exceeded $1,000,000, Industrial Marketing gets close readership by advertising decision-makers in all of the company's operations. Here is what four key Inland executives say about IM:

im **INDUSTRIAL MARKETING**
Selling and advertising to business and industry
200 E. ILLINOIS ST., CHICAGO 11 • 630 THIRD AVE., NEW YORK 17, N.Y.

For the first half of 1960, Chrysler Corp. had sales of $1,751,500,000, up from $1,531,400,000 in the 1959 first half. Net income was down sharply, however—from $58,000,000 in '59 to $23,700,000 this year. The company produced 694,751 units during the first half of '60, up from 539,554 in the like period last year.

■ Worldwide unit sales of motor vehicles by Chrysler last year (with 1958 totals in parentheses) were: Plymouth 413,488 (387,617), Valiant 18,232 (new in '59), Dodge 206,198 (134,627), De Soto 41,528 (38,043), Chrysler 77,153 (45,237), Imperial 20,873 (13,488), Dodge and Fargo trucks 84,636 (68,807) and Simca cars and trucks 55,256 (7,280).

R. L. Polk & Co. registration figures show Plymouth retained third place in car sales in 1959, but its market share dropped from 8.4% to 6.45%. Dodge retained eighth place with 2.77% of registrations, down from 2.91% in '58.

The company's defense sales in 1959 amounted to $286,000,000, or 11% of total sales, as against $325,000,000 or 15% of sales in 1958.

■ Chrysler got a late start in the compact car race, introducing the Valiant in November. Early this year the Dodge Dart made its debut and now reportedly accounts for about 80% of Dodge sales. A new compact, the Lancer, will be introduced through Dodge dealers this fall, giving those dealers a wide price range of cars to offer.

A new lower price series, the Newport, has been inserted in the Chrysler car lineup for '61, and the Saratoga line has been dropped.

In February of this year, a new fleet sales organization was formed to increase sales emphasis in this market. Two fleet sales offices have been set up—one for Dodge cars and trucks and one for other Chrysler vehicles.

Chrysler's Airtemp division had substantially higher sales last year over 1958. Sales were up 51% in heating equipment, 78% in heat pumps, 79% in packaged air conditioners and 224% in room units.

■ The company overhauled its agency alignment this year. N. W. Ayer & Son added Valiant and De Soto to its Plymouth account and now handles advertising for the entire Plymouth-De Soto-Valiant division. Batten, Barton, Durstine & Osborn lost the De Soto and Valiant, but picked up the entire Dodge division (cars from Grant Advertising and trucks from Ross Roy Inc.).

In Canada, Chrysler awarded advertising for Dodge, De Soto and Dodge trucks to BBDO (from Grant), and gave Grant Chrysler, Imperial, Plymouth, Valiant and Fargo trucks (from Ross Roy).

BBDO also was given international advertising for Dodge cars and trucks, and Young & Rubicam (domestic agency for the Chrysler & Imperial division) got international advertising for the other lines, plus Simca in some areas. The former international lineup was H. William Bernhardt agency, Brussels, for all U. S.-built cars; Publicontrol in Brussels for trucks; and James Jones of Paris and Richard N. Meltzer advertising for Simca. Meltzer retains U. S. and Canadian Simca advertising accounts.

■ Louis T. Hagopian, director of advertising and sales promotion for Plymouth, joined N. W. Ayer & Son earlier this year as account supervisor for the Plymouth-De Soto-Valiant division.

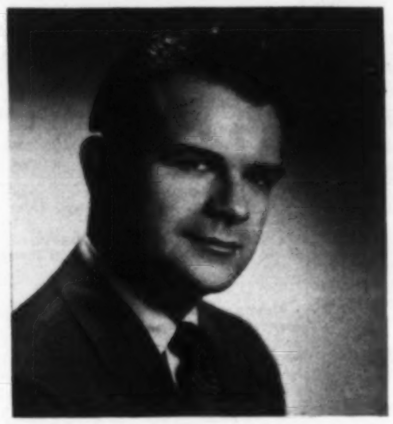
W. G. Beasley, formerly Imperial sales manager, was named ad manager of the Chrysler & Imperial division, succeeding Keith R. Matzinger, who joined Ross Roy Inc. as manager of its Hollywood office.

Valiant named Theodore Teegarden, of MacManus, John & Adams, as ad manager; John Cooper moved from the sales promotion staff of Plymouth to become sales promotion manager of Valiant, and was later named special events manager of the Plymouth-De Soto-Valiant division.

■ William C. Newberg was named president of Chrysler Corp. in April of this year, but resigned two months later. The company said the resignation grew out of differences of opinion between Mr. Newberg and the directors over his financial interests in some of the Chrysler supplier companies. Mr. Newberg agreed to turn over to Chrysler more than $450,000 which the company said represented profits he had made through these "vendor" companies.

L. L. (Tex) Colbert, board chairman, took over Mr. Newberg's duties as president. Mr. Newberg had succeeded Mr. Colbert in the president's spot.

Advertising expenditures for Chrysler Corp. as a whole, and for various divisions and car makes, are listed below. All of the figures are ADVERTISING AGE estimates, worked out in part with the aid of Chrysler officials.

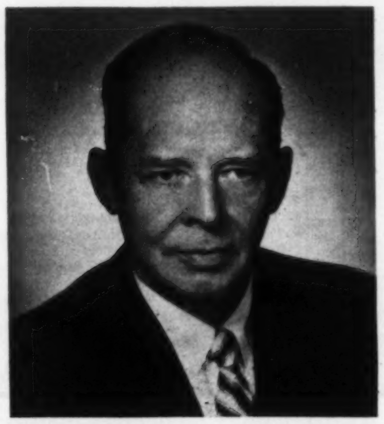


RICHARD F. KILLELEA
Advertising Manager
Inland Steel Company

"Solving the industrial advertising problems of today involves all phases of industrial marketing. This is certainly true at Inland. And that's why Industrial Marketing is so popular in my division. It's the only publication which consistently—month-after-month—deals with the total marketing picture through concise, thought-provoking articles. I have seen very few issues of Industrial Marketing from which I haven't received at least one idea of specific value to me."

ROBERT J. BOECHER
Manager, Products and Promotion
Inland Steel Container Company *(a division of Inland Steel Company)*

"There are few wasted moments when I read Industrial Marketing because its concept is to separate the industrial phase of marketing from the plethora of consumer product problems and approaches, then cover the industrial phase with full scope and original editorial material. I appreciate the articles being of the 'how to' type as well as the marketing philosophy type—each of use and interest to the man who must make immediate decisions and long term plans. Finally, IM's reader services have supplied me with much useful information on available literature, catalogs, etc."



T. C. CHENEY
General Manager
Advertising & Sales Promotion
Inland Steel Products Company *(a subsidiary of Inland Steel Company)*

"During many years in industrial advertising I have known and associated with industrial advertising men from all parts of the country. I cannot recall meeting one who was not familiar with Industrial Marketing. Apparently it is a 'must' to all men in this field. I would be completely confident in our advertising investment if I could be assured of such readership in all of the magazines in which we advertise."

L. M. BENNETT
Advertising Manager
Joseph T. Ryerson & Son, Inc. *(a subsidiary of Inland Steel Company)*

"At Ryerson we must use every tool of industrial marketing in order to maintain our leadership as the nation's largest service center for steel, aluminum, industrial plastics, and metalworking machinery. We search every issue of Industrial Marketing for useful ideas—and the rewards make the search well worthwhile. Needless to say, we value not only the editorial content of IM, but find the information contained in the ads of importance also."

Dual Markets Are Important To
MAIL ORDER SALES

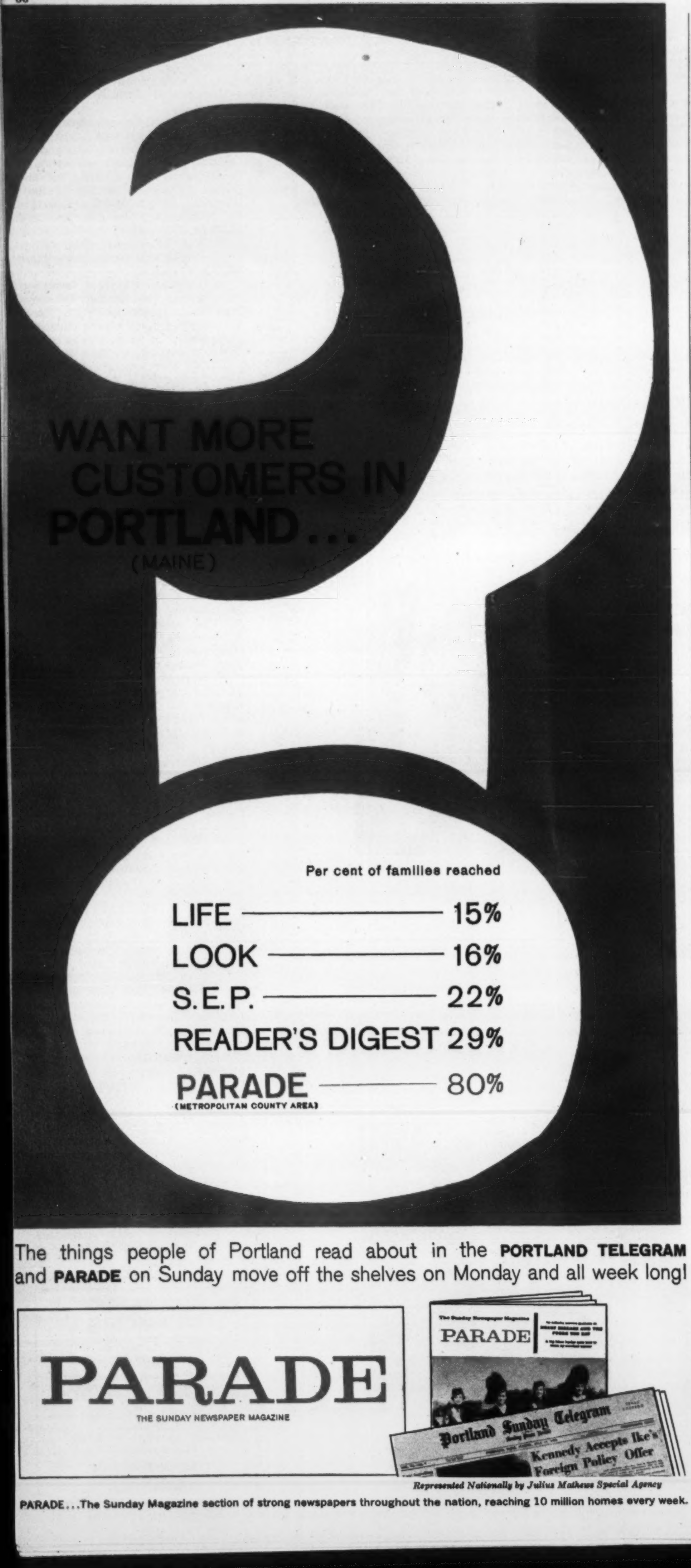
Influential business executives will begin reading the all new "SHOPPERS' WORLD" in the November issue of THE ROTARIAN.

Reach this important personal and business market . . . current circulation of 375,000 . . . for only 29¢ per M.

Closing date for this important issue is September 19th.

Want more information? Write . . .

Advertising Department
THE ROTARIAN
1600 Ridge Avenue
Evanston, Illinois


WANT MORE CUSTOMERS IN PORTLAND...
(MAINE)
Per cent of families reached
LIFE 15%
LOOK 16%
S.E.P. 22%
READER'S DIGEST 29%
PARADE 80%
(METROPOLITAN COUNTY AREA)
The things people of Portland read about in the PORTLAND TELEGRAM and PARADE on Sunday move off the shelves on Monday and all week long!
PARADE
THE SUNDAY NEWSPAPER MAGAZINE
PARADE
Portland Sunday Telegram
Kennedy Accepts Ike's Foreign Policy Offer
Represented Nationally by Julius Mathews Special Agency
PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

ADVERTISING EXPENDITURES

	1959
Newspapers	$15,964,100
Magazines, Farm & Business Publications	10,867,500
Network Television	10,459,500
Spot Television	1,785,300
Outdoor	1,740,400
Spot Radio	3,297,500
Other	16,749,900
Total Expenditure	60,864,200

AUTOMOTIVE SALES GROUP

MARKETING PERSONNEL

Marketing and Sales

Byron J. Nichols, group vp—automotive sales
W. H. Klenke Jr., special assistant
A. B. Nielsen, director, marketing services
E. C. Quinn, vp—sales divisions
C. P. Noonan, director, sales development

Advertising

Richard E. Forbes, director of corporate advertising and sales promotion
J. R. Barlow, manager—product advertising
V. T. Hepp, manager—promotional services

ADVERTISING AGENCIES

Leo Burnett Co., Detroit and Chicago—corporate advertising—F. Strother Cary, vp and account supervisor; Robert H. Leonhard, account executive and manager, Detroit office.

Ross Roy Inc., Detroit—sales and service training aids—W. W. Shaul, vp in charge.

Richard N. Meltzer Advertising, Detroit—Simca—R. N. Meltzer, account supervisor.

PLYMOUTH-DE SOTO-VALIANT DIVISION

MARKETING PERSONNEL

Sales

Harry E. Chesebrough, corporate vp and general manager
Frank J. Suslavich, assistant general manager
E. P. Letscher, general sales manager
W. H. Wilson, assistant general sales manager

Advertising

J. W. Minor, director of marketing
W. A. Hammond, division advertising manager
R. L. Goodwin, advertising manager (De Soto)
T. T. Teegarden, advertising manager (Valiant)
D. A. Julius, sales promotion manager

ADVERTISING AGENCY

N. W. Ayer & Son, Detroit—L. T. Hagopian, account supervisor.

ADVERTISING EXPENDITURES

Plymouth

	1959
Newspapers	$ 5,368,900
Magazines and Farm Publications	1,374,300
Network Television	4,168,400
Spot Radio	1,483,500
Spot Television	25,800
Outdoor	276,900
Total	12,697,800

De Soto

	1959
Newspapers	$ 876,300
Magazines	1,521,300
Spot Television	951,200
Outdoor	156,500
Spot Radio	396,500
Total	3,801,800

Valiant

	1959
Newspapers	$ 808,400
Magazines and Farm Publications	212,400
Spot Television	755,100
Outdoor	181,500
Spot Radio	324,200
Total	2,281,600

DODGE CAR & TRUCK DIVISION

MARKETING PERSONNEL

Sales

M. C. Patterson, corporate vp and general manager
W. J. Bird, assistant general manager
J. B. Naughton, general sales manager
Roger Welch, manager—car sales
W. C. Hanway Jr., manager—truck sales

Advertising

W. D. Moore, director of advertising and sales promotion
A. C. Thomson, advertising manager—cars
W. G. Osborn, advertising manager—trucks
R. L. Shugg Jr., sales promotion manager—cars
D. S. Maddock, sales promotion manager—trucks
H. F. Connell, manager—shows and exhibits

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Detroit—Robert Anderson, vp and account executive.

ADVERTISING EXPENDITURES

	1959
Newspapers	$ 2,739,600
Magazines and Farm Publications	2,183,900
Network Television	5,371,800
Outdoor	780,000
Spot Radio	766,300
Total Measured	11,841,600

CHRYSLER-IMPERIAL DIVISION

MARKETING PERSONNEL

Sales

Clare E. Briggs, corporate vp and general manager
A. W. Golling Jr., administrative assistant
E. M. Braden, general sales manager

Advertising

J. L. Wichert, advertising and sales promotion director
W. G. Beasley, advertising manager
H. C. Halstead, sales promotion manager

ADVERTISING AGENCY

Young & Rubicam, Detroit—Chrysler & Imperial cars—Joseph G. Standart Jr., account supervisor; E. J. Singelyn and Joseph J. Seregny, account executives; Philip O. Spelman, public relations account executive.

ADVERTISING EXPENDITURES

	1959
Newspapers	$ 3,377,300
Magazines, Farm Publications & Network Television	2,399,700
Spot Television	68,100
Outdoor	331,400
Spot Radio	197,600
Total	6,374,100

AIRTEMP DIVISION

Dayton

MARKETING PERSONNEL

Sales

J. B. Ogden, vp—sales

Advertising

R. R. Routh, director of advertising and sales promotion
L. E. Epley, manager—advertising
C. T. Miller, manager—sales promotion

ADVERTISING AGENCY

Grant Advertising, New York—room air conditioners, residential heating and air conditioning, applied machinery and systems—Allan B. Clamage, account supervisor.

MARINE & INDUSTRIAL ENGINE DIVISION

MARKETING PERSONNEL

Sales

W. F. Humphrey, director—sales
R. M. Purdy, sales manager
L. A. Peaslee, industrial original equipment manufacturing sales manager
William M. Vollendorf, marine engine sales manager
O. H. Vandeputte, manager—engine center and dealer sales

ADVERTISING AGENCY

Zimmer, Keller & Calvert, Detroit—Richard W. Long, account executive.

CHRYSLER CORP. PARTS (MOPAR DIVISION)

MARKETING PERSONNEL

Sales

T. E. Waterfall, director—sales
S. J. Wall, sales manager
L. W. Piot, assistant sales manager

Merchandising (Advertising)

S. J. Henning, merchandising manager
E. O. Kade, sales promotion supervisor

ADVERTISING AGENCY

N. W. Ayer & Son, Detroit—MoPar parts—William T. Lowe, account supervisor.

AMPLEX DIVISION

MARKETING PERSONNEL

Sales

W. L. Martin, sales manager

ADVERTISING AGENCY

Zimmer, Keller & Calvert, Detroit—Richard W. Long, account executive.

CHRYSLER CORP. OF CANADA

Windsor

MARKETING PERSONNEL

Sales

C. O. Hurly, vp—sales

Creating QUALITY Facsimile Color Plates with latest Control Methods
SEIDEL-FARRIS-CLARK INC.
Engravers
Toledo, Ohio
Box 955

Federated
INSURANCE

Federated writes them... Look sells them

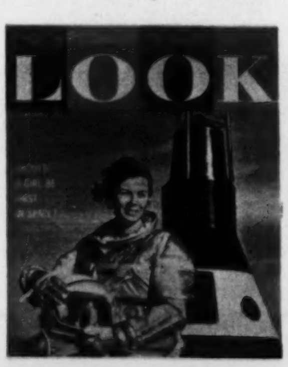
"Our two-page spread ad which ran in LOOK's Magazone 3 is the greatest single thing this company has ever done in advertising," says R. F. Mayer, Advertising Manager, Federated Insurance Company.

The Federated Insurance Company of Owatonna, Minnesota, recently chose the LOOK Magazone Plan for the introduction of its company and sales representatives to the Southeast. According to Ad Manager Mayer, a two-page spread in LOOK's Magazone 3 (Feb. 2, 1960 issue) "buoyed up the spirits of the representatives, giving them new pride in their company and themselves. More importantly, it led directly to sales."

In summing up, Mr. Mayer says, "We feel that our advertising dollar has never brought a greater return." He adds: "No one who knows salesmen would have dared to forecast the virtually unanimous enthusiasm expressed by our sales force for the accomplishments of this ad!"

As a result of the success of this first insertion, Federated has ordered additional spreads in Magazone 5 and Magazone 3.

In the past five years, LOOK has gained more circulation *and* more advertising revenue *and* more advertising pages than any other magazine in its field. One reason is LOOK's outstanding record in producing sales results. For **LOOK means sales.**



Federated
INSURANCE
for
Business
Home
Car
Life
Shield of Protection
for over 250,000
Policyholders
Federated

K. D. Heath, director—sales planning and administration
A. L. Hancox, director—sales operations

Advertising

E. W. Irwin, director of advertising and sales promotion
F. W. Martin, advertising manager
Ralph Rennie, sales promotion manager

ADVERTISING AGENCIES

Grant Advertising of Canada, Windsor—Chrysler, Imperial, Plymouth and Valiant cars and Fargo trucks—W. B. Wilbraham, account executive.

BBDO of Canada, Windsor—Dodge and De Soto cars and Dodge trucks—J. Newly, account executive.

Richard N. Meltzer Advertising, Detroit—Simca—N. F. Free, account executive.

Spitzer & Mills, Toronto—Fiat—W. G. Wallace, account executive.

Coca-Cola Co.

	1959	1958
Sales	$342,257,378	$309,200,000
Earnings	33,581,679	30,038,591
Advertising	22,500,000*	21,500,000*

*Estimated by AA

Coca-Cola Co. Atlanta, the nation's 36th largest advertiser, is estimated to have increased its advertising 5% to $22,500,000 in 1959. For the 1960 campaign, the largest ever to be placed by the company, the budget has been increased about $2,000,000.

"In gallons and in dollar volume, both within and outside the U.S., 1959 again exceeded the highest previous record in the company's 74-year history," the company stated in its annual report. Worldwide consolidated sales rose 10.7% to $342,257,378 and net earnings climbed 11.8% to $33,581,679. It is estimated that the U.S. and Canada account for about 75% of the company's dollar sales and profits.

■ Another sales and earnings record was set for both the second quarter and the first half of 1960. The company did not release the sales figures but said they have shown a "continuous increase." For the first half of 1960, earnings ran 9% ahead of last year.

Coke's share of market, however, has not kept up with the company's sales records. Pepsi-Cola now has about a 20% share of the U.S. soft drink market, with Coke maintaining about 30%. Coca-Cola's lead over Pepsi—5-to-1 in 1950—has been cut to less than 2-to-1.

Coke, which has been advertised regularly since 1887, has been the most heavily advertised single product in the world for a number of years. In 1959 the company made several switches in its ad strategy. For one, its long time slogan, "The pause that refreshes," was brought back into heavy play. For another, the company returned to network tv after a two-year hiatus. It also switched a substantial part of its supplement budget over to magazines.

■ When it announced its 1959 tv plans, the company foresaw it as a $3,000,000 project using a series of tv specials on CBS-TV and NBC-TV custom-tailored for Coke. With the theme, "America Pauses," the shows were not to use commercials "in the normal sense," but to integrate the product into the show itself so it would be a "natural" part of it. As it turned out, only three of the shows materialized during 1959.

The "America Pauses" theme was reiterated in a series of seven color spreads in *Life*, *Look* and *The Saturday Evening Post*. This was the most extensive use of spreads in Coke advertising history.

Other magazine ads featured a "cook's cruise" promotion, linking Coke with fast-moving grocery items. For this, nine general magazines were added to Coke's regular schedule of eight magazines and two supplements.

■ Also in 1959, the McGuire sisters signed a $150,000 exclusive one-year contract with Coke. In February the Hi-Fi Club was formed, a "highly successful" co-op radio venture that is placed by Coke bottlers across the nation. A taped show, it consists of contests, patter, interviews with teenage stars, etc., inserted into disc jockey shows.

For 1960, the "America Pauses" theme has been dropped, but Coke is staying in network tv. On June 27, it sponsored a "Coke Time" special (ABC-TV) for teen agers with Pat Boone as emcee. In addition to recording stars, it featured winners of the "Talentsville, U.S.A." contest sponsored on the Hi-Fi Club programs.

Beginning in October, the company will co-sponsor the "Adventures of Ozzie and Harriet" (ABC-TV) with Eastman Kodak Co., which has been a sponsor of the show since 1956.

■ The McGuire sisters are not singing for Coke this year; instead Connie Francis and Emmett Kelly are appearing in tv commercials while the Brothers Four and Anita Bryant are doing both radio and tv commercials.

In magazines, the company is running an expanded Coke and food campaign. Other magazine ads feature Coke as part of a situation with high "reader involvement." A still-life series—such as Coke on an ice floe—is running during the summer months. In all the ads, the theme is, "Be really refreshed."

In addition to its own national advertising, the company offers its bottlers complete package kits of radio and tv spots, newspaper ads, outdoor posters and assorted promotional material. All the Coca-Cola radio and tv spots and outdoor posters are bought by the bottlers.

■ The parent company's co-op plan for its bottlers is described as one that only a Philadelphia lawyer could explain. "All kinds of criteria" are used in portioning out the money, and the aim is to appropriate the funds so that the neediest bottlers get the most.

In August, 1959, the company started test marketing canned Coke in the U.S. for the first time. Previously Coke had been canned only for export. In 1960 it was offered to all the bottlers, and a fairly significant number now handle it.

In June, 1960, after an 18-month test-marketing program, the company released the Fanta line of five flavors to its U.S. bottlers. Since 1955, the Fanta flavors—orange, root beer, lemon-lime, grape and ginger ale—have been marketed abroad.

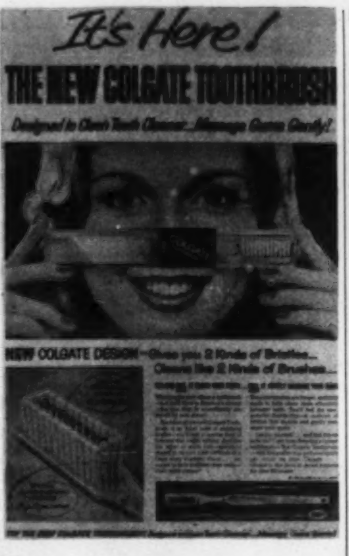
■ In April, 1960, Coca-Cola got a patent on its bottle, making it a registered trademark. This is the second package to be registered under the Lanham Act. (The first was the Haig & Haig pinch bottle in 1958.)

The king-size 12-oz. bottle of Coke is now sold by 920 of the 1,130 U.S. bottlers. The 26-oz. size is now handled by 434 bottlers.

Still expanding overseas, Coke is now being produced in 675 bottling plants in 110 countries outside the U.S.—and new plants are being opened at the rate of at least one a month.

As in the U.S., these bottling plants are generally owned, financed and managed locally. Only the basic Coca-Cola concentrate is sold by the parent company.

In the U.S. the company manufactures the Coke syrup in ten plants. The syrup is then sold to the 1,130 bottlers (who account for about four-fifths of Coke sales) and to approximately 2,500 completely independent wholesale distributors, who in turn, sell to soda fountain and cup machine operators.


It's Here!
THE NEW COLGATE TOOTHBRUSH
Designed to Clean Teeth Cleaner...Massage Gums Gently!
NEW COLGATE DESIGN—Gives you 2 Kinds of Bristles...
Cleans like 2 Kinds of Brushes...

TEST—*A new toothbrush with "two kinds of bristles" to (1) massage gums and (2) brush teeth, is being test marketed this month by Colgate-Palmolive Co. with newspaper ads like this in Peoria Journal Star.*

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,197,957	$ 4,023,772
Magazines	4,264,663	1,551,377
Business Publications	72,800	63,300
Spot Radio	——**	——**
Network Television	375,180	——
Spot Television	3,567,960*	3,699,270*
Outdoor	2,377,961*	3,221,598*
Total Measured	11,856,521	12,559,317
Total Unmeasured	10,643,479	8,940,683
Estimated Total Expenditure	22,500,000	21,500,000

* Purchased by Coca-Cola Bottlers
**Figures not available.

ADVERTISING PERSONNEL
Atlanta

E. D. Sledge, vp and director of advertising
Hunter Bell, vp and advertising manager

ADVERTISING AGENCY

McCann-Erickson, New York—Paul Foley, executive vp; Neal Gilliatt, senior vp and management service director; Robert H. Jones, vp and account director, export advertising; Mark Bollman, vp and account director, bottler advertising; Thad Horton, account executive, export advertising.

Colgate-Palmolive Co.

	1959	1958
Sales	$285,526,000	$271,322,000
Earnings	9,178,000	7,565,000
Advertising	70,000,000*	68,000,000*

*Estimated by AA
Note: All figures domestic only

Colgate-Palmolive Co., New York, the seventh largest national advertiser, is estimated by ADVERTISING AGE to have increased its domestic advertising expenditure 3% to $70,000,000 in 1959.

Colgate, third largest soap and toiletries manufacturer in the world, spent nearly $50,000,000 in measured media last year—and 70% of it went into television. The company forecasts even greater use of tv in the future.

Colgate is a bigger company overseas than it is domestically and it probably spent more than $50,000,000 in foreign advertising last year to promote activities carried on through 42 subsidiaries in Canada, Latin America, Europe, the Far East and South Africa.

Foreign sales set a new high last year of $296,456,000, as did earnings, which were $9,586,000, plus $6,500,000 retained by the foreign subsidiaries. Net income from domestic operations was $9,178,000, up from $7,565,000 in 1958. Consolidated net income totaled $25,287,000, up 20% from 1958.

Foreign sales have shown a spectacular increase in the past 20 years (up more than 800%) while the domestic picture, characterized by intense competition in the soap and toiletries business, was only half as strong. Last year's domestic gain was $14,200,000; the foreign, $33,700,000. In seven of the past nine years, Colgate has made more profit from foreign business than from domestic. In 1959, for the first time, foreign profits were greater even after deducting earnings retained abroad and again for the first time, sales, too, were ahead of domestic.

■ 1959 was a significant year for the company's product mix. It acquired Wildroot Co. and Sterno Inc., and created Colgate Pharmaceutical Laboratories, a new division. Last January, the division acquired S. M. Edison Co., Chicago company for which the principal product is Dermassage, a medicated body lotion widely used in hospitals and also sold through retail drug outlets. An expanded advertising campaign in 173 markets began May 1.

Last February the division also acquired Lakeside Laboratories Inc., Milwaukee ethical drug producer. These two companies were said to have been bought for a total of about $15,000,000, and their combined 1959 sales are reported to have been between $7,500,000 and $8,000,000. Colgate hopes to get about $10,000,000 in sales this year for its drug division.

In addition, the division is working on several proprietary drugs developed through its own research, and among those market tested this year have been Diar-Aid, for the relief of diarrhea (handled by Ted Bates & Co.) and Dracol cold tablets (placed by Lennen & Newell).

■ Plans were made for an expanded basic and applied research program, including a multi-million dollar research center being built in New Brunswick, N. J., scheduled for completion next year. Last September, a biological research laboratory, working on the biology of the skin and hair, was opened in New Brunswick. Other capital expansion includes a 120,000 sq. ft. warehouse in Berkeley, Cal., plus a five-story annex and other facilities for the Colgate installation there. Additional construction has been completed at the Jeffersonville, Ind., plant. Overseas expansion is also continuing as operations began in Vienna and Lisbon and a $10,000,000 soap and toiletries plant was completed in Anzio.

The most significant executive change of many a year occurred last month when 79-year-old E. H. Little relinquished the reins as chief executive officer in favor of 50-year-old George H. Lesch, who in April was named to succeed Mr. Little as president. The company's final advertising authority, and the bane of many an agency man, E. H. took over the company in 1938, guided its rise from total sales of $100,000,000 that year. Mr. Lesch spent 16 years with the Mexican subsidiary and was head of C-P International since 1957. Mr. Little continues as chairman of the board.

■ Edward P. Field Jr., general manager of the associated products division, was named a vp. John L. Bricker, corporate vp-marketing, and C. Guy Grace, head of the toilet articles division, were elected to the board. J. Donald Pill was named to the newly created post of director of market planning. Last October, Robert W. Young Jr. was named vp and director of marketing of the household products division, and Robert F. Linder was appointed general product manager of the division. In April, Paul A. Lawless became merchandising manager for the division, succeeding Edward Tabibian, who opened his own consultant agency.

In the toilet articles division, Paul Byrne was named new products manager, succeeding Remus A. Harris, who resigned over "basic disagreement on marketing policies." Marion E. Thornton was named merchandising manager for the division. New product managers include Wilson F. Fowle Jr. for Wildroot, Marshall Ward for Palmolive men's line and Cashmere Bouquet beauty preparations, and A. Carroll Jones Jr. for Colgate dental cream and other dentifrices. Richard S. Boaz succeeded Mr. Ward as manager of market research.

■ On the agency front, C-P has made several important changes in the past 18 months. Last April about $1,000,000 in Cashmere Bouquet soap billings went from D'Arcy Advertising to Norman, Craig & Kummel. D'Arcy retained Halo shampoo and Cashmere Bouquet beauty preparations. NC&K already had the Veto deodorant line and Dynamo, a concentrated liquid laundry detergent now testing in Illinois.

Last year, two agencies dropped out of the Colgate stable: John W. Shaw Advertising, first named to the roster in 1956, and Cunningham & Walsh, an agency since 1952. Shaw dropped the Colgate men's line, billing a reported $300,000, to Street & Finney, and Cunningham & Walsh let go of less than $500,000, mostly in Super Suds, to the same agency. C&W had also handled Brisk, Colgate's unsuccessful fluoride dentifrice, no longer advertised.

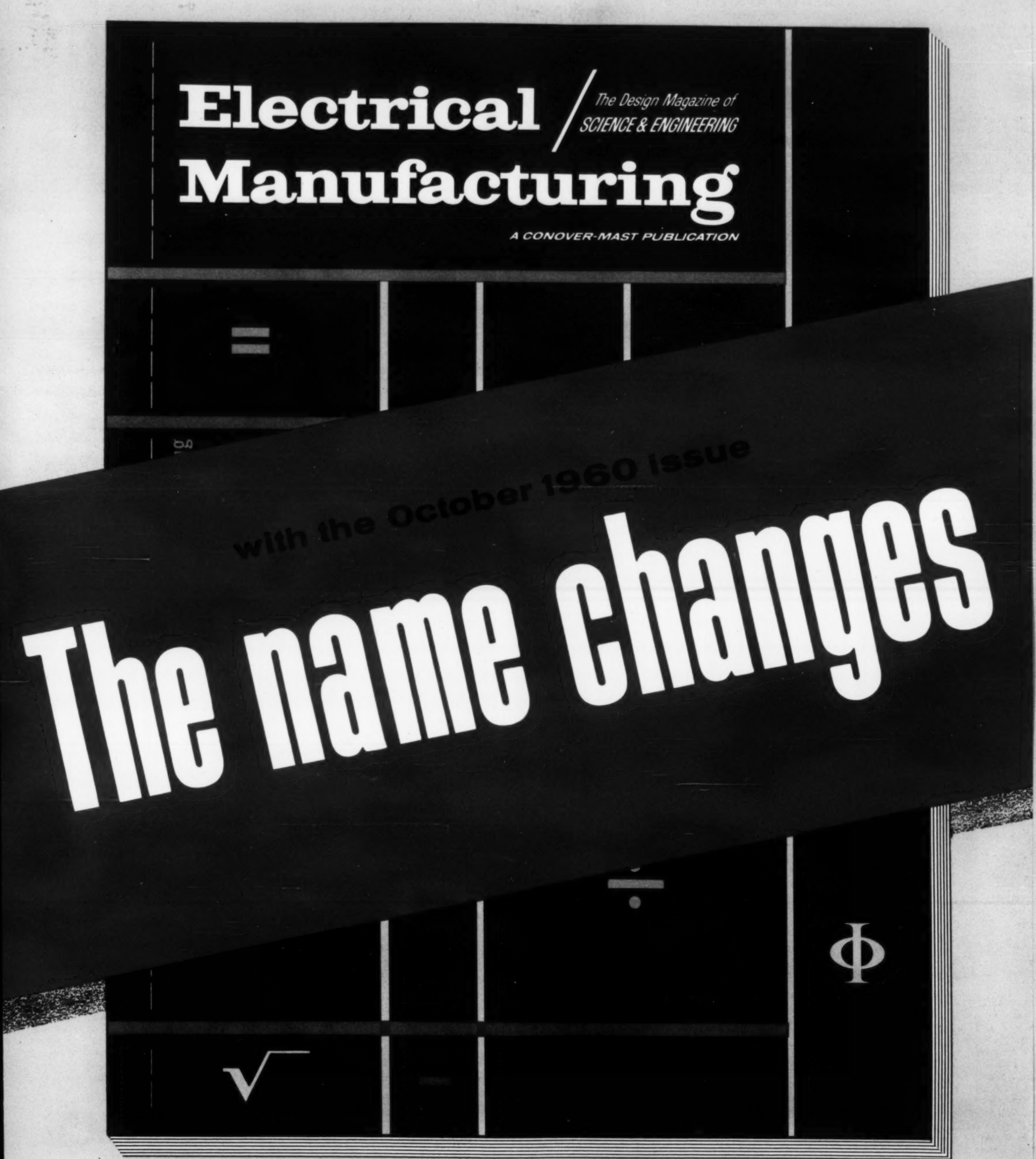
Colgate continues its heavy schedule of new and improved products and has made a number of package changes. The toilet articles division, "the world's largest manufacturer of toiletries," is going national with Veto roll-on deodorant, with a large-size applicator ball so it can roll on more, faster. The Veto line generally is very low in share of market, probably less than 5%. Measured media expenditures for the brand in 1959 totaled about $500,000.

Taking note of the growing trend to colored bathrooms, Cashmere Bouquet talc, said to be the leader in its field, will add containers of pastel yellow, green and blue to the popular pink can. Wildroot cream-oil hair tonic is out with a new white, yellow and black package.

■ The Colgate men's line added a menthol Colgate instant shave to its array last year. In the hair spray field, Colgate's Lustre-Creme Super-Soft Spray Set is getting a new companion, Lustre-Creme Regular Spray Set, to provide extra control. Also in test for this division is the new Colgate dual-texture toothbrush and Poise, a three-type family roll-on deodorant.

In the household products division, new products include Choice, a unique soap with three different bars and formulas for dry, normal and oily skin, being tested in about four markets. Regional marketing is still in progress for Spree combination beauty soap bar. Dynamo, a concentrated liquid laundry detergent, was put into test recently in Illinois. Liquid Vel is bringing out a pink plastic container and the Florient room deodorant line, No. 1 in the field, has a new lilac scent in distribution. A free-form package for Cashmere Bouquet soap is now in use.

In the heavy duty liquid detergent field—dominated by Mr. Clean, Handy Andy, Lestoil and regional brands like Texize—Colgate has so far stumbled along. It went into a West Coast test operation in October, 1958, and had spent $1,800,000 in promotion before it was slapped with a suit by Jay Conley Co. charging trademark infringement of Conley's Jeenie,


Electrical Manufacturing
The Design Magazine of SCIENCE & ENGINEERING
A CONOVER-MAST PUBLICATION
with the October 1960 issue
The name changes

with the October 1960 issue

the name changes

Why change a 32-year old name?

To better identify the magazine with its true scope and character, for both readers and advertisers.

How long has the name been changing?

For 2½ years...since that marked the beginning of the Science & Engineering premise—that today's product technology demands the application of scientific *principles* to engineering *practice*.

The "scientific revolution" that mushroomed during the 50's greatly advanced the engineering content of products...computers, precision instruments, numerically controlled machine tools, materials handling equipment, etc. To break the technological roadblocks, new knowledge was needed. ELECTRICAL MANUFACTURING helped supply that knowledge with its monthly insert series on "Science & Engineering"—coupled with a continuing flow of "how-to" articles.

Why Technology?

Webster defines Technology: Industrial science, the science of the industrial arts; applied science contrasted with pure science. Our editors add: Technology is the combination of science and engineering necessary to develop products and systems.

Why Electro?

Electro, derived from the Greek *Elektron,* combines electrical and electronic. It defines the field of technology which the magazine covers. The fusion of electrical/electronic is a reality of design engineering since the two disciplines are inseparable in practice today. They're inseparable in marketing, too!

Do readers 'buy' the editorial concept?

Since the new Science & Engineering program was inaugurated, over 300,000 article reprints have been distributed on reader request—an average of 50 completely spontaneous *letterhead requests* for copies of the magazine are received weekly—circulation has increased by 23% in the past year and a half...all to engineers attracted to the engineering-oriented concept of the magazine.

Basic for selling the Technological Age!

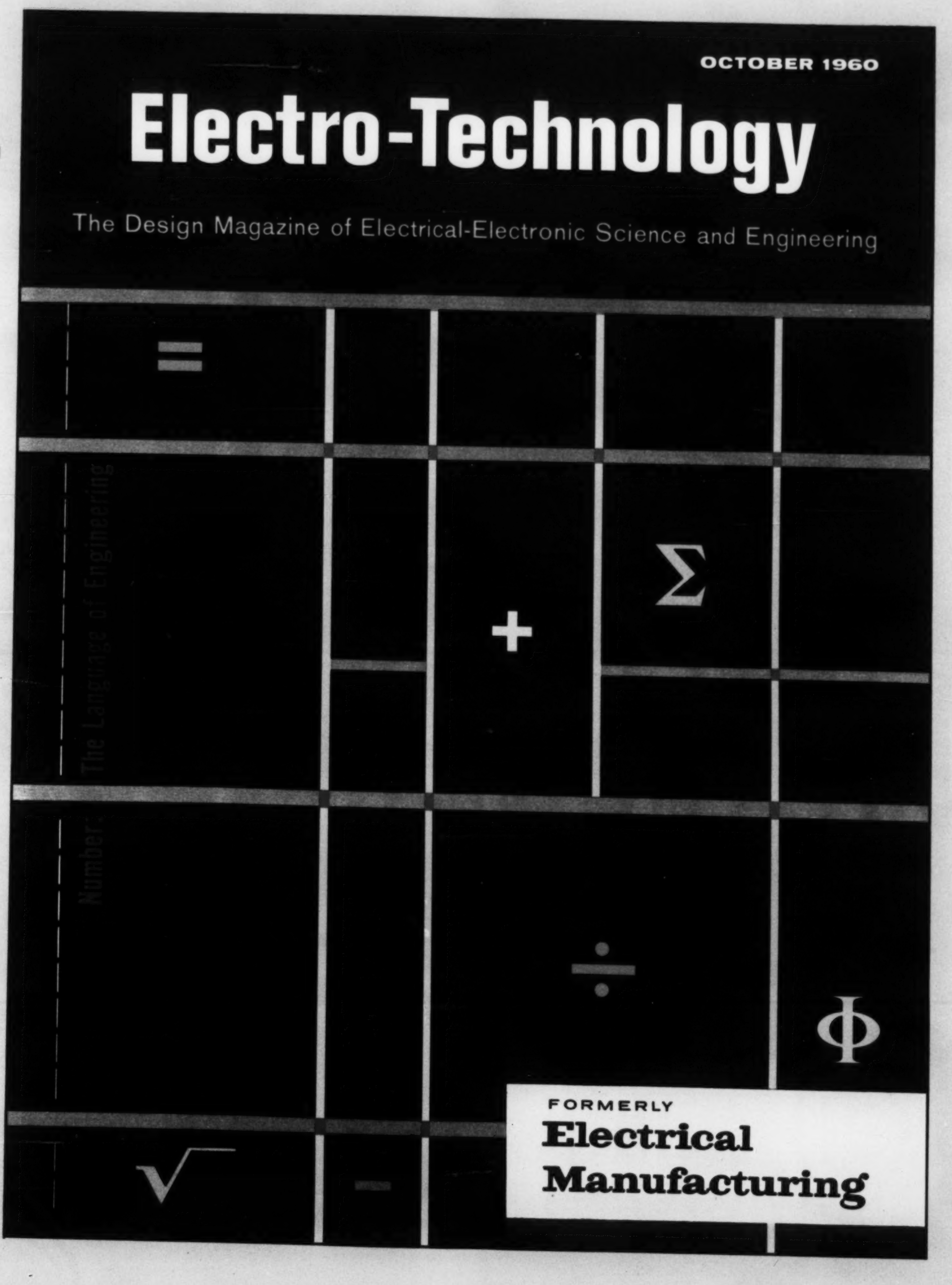
ELECTRO-TECHNOLOGY fills the advertiser's need for a fresh approach to design engineers at the level of their greatest needs and interests.

Here is the medium to bring new impact to your advertising—to break through the hard-to-reach echelons of design engineering—to meet and beat the tough sales goals you'll be setting for your products in 1961.

Electro-Technology

A CONOVER-MAST PUBLICATION

to...



OCTOBER 1960

Electro-Technology

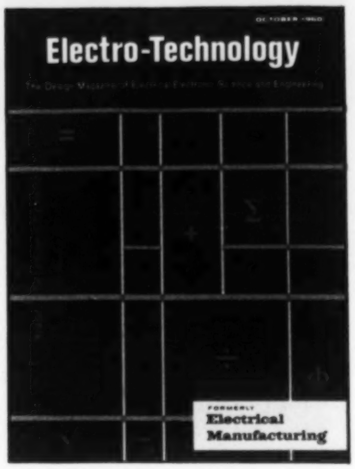
The Design Magazine of Electrical-Electronic Science and Engineering

Numbers: The Language of Engineering

FORMERLY

Electrical Manufacturing

Significant facts...



Market Covered

The original equipment market in the field of electrically and electronically operated products. Reaches—*at the design engineering level*—the manufacturers of all machines, appliances, equipment, components and systems based on electrical/electronic technology.

Circulation

Directed to those responsible for the design engineering function. Built only through attraction to the technical content of the magazine. Steadily rising—based on spontaneous demand with virtually no publisher promotion. Projected coverage (December 1960) of 32,000 significant engineers who select the magazine because it helps solve their problems. This *natural gain* is expected to continue through 1961.

Market Coverage

S.I.C.	Industry	Circulation*
19	Ordnance & Accessories	950
33-34	Primary Metal & Fabricated Metal Products	1245
35	Machinery	8268
36	Electrical Machinery	12,635
37	Transportation	1529
38	Instruments	2474
82-91	Gov't., Military, Consultants etc.	2461
Misc.	All others	453
	Total	30,015

*June 1960

Editorial Scope

Covers the four major areas of design engineering: MATERIALS • COMPONENTS • SYSTEMS • TEST & MEASUREMENT. In all these areas new technology is affecting designs, opening new fields, posing tough problems, influencing key decisions. ELECTRO-TECHNOLOGY is the only design magazine devoted to the application of science and engineering in today's products.

The magazine that gets *action*

As the one magazine devoted to science principles and their engineering application, ELECTRO-TECHNOLOGY is studied, absorbed and *used* by design engineers. More time is spent with the magazine. And advertisements achieve remarkably high Reference Action* scores. The top twenty ads in a typical issue score better than a 15% Action Response. These are not "noted" or "read most" scores... they represent readers actually doing something!

New study available...

PROFILE OF TODAY'S DESIGN ENGINEER

Probably the most comprehensive and practical study of the design engineering profession ever attempted, this study can be extremely useful in the planning and preparation of your technical advertising. The study analyzes the design engineer as a specifier and purchaser; documents his expanding technological activities; evaluates the function and impact of technical advertising; and compares the readership characteristics of ELECTRO-TECHNOLOGY and other magazines.

Electro-Technology

The Design Magazine of Electrical-Electronic Science and Engineering

A CONOVER-MAST PUBLICATION • 205 East 42nd Street • New York 17, New York marketed in the same areas. Conley, an operation of about eight persons with annual sales of $250,000, won an injunction. Last February, while a Colgate appeal was pending, the suit was withdrawn as Conley received an undisclosed sum and agreed not to use the Jeenie trademark on its all-purpose detergent.

■ Colgate toothpaste is the company's most advertised, best selling product and is No. 1 in the dentifrice market, with about 35% of the $200,000,000 market. It has the biggest ad budget in the business—nearly $13,000,000 last year in measured media alone—$6,000,000 in network and $3,600,000 in spot tv. By way of comparison, Procter & Gamble's Gleem is the No. 2 dentifrice with about a 20% share of market and a measured media 1959 expenditure of nearly $9,000,000.

The entire dentifrice market is bound to get even more competitive and budgets are destined to run higher for the rest of this year, now that P&G's Crest fluoride (No. 3 with a 12% share of market and $3,600,000 spent in measured media last year) early this month won a coveted American Dental Assn. approval as a decay preventive.

■ Among other toilet articles division products, Lustre-Creme is the No. 1 cream shampoo. Halo, once the No. 1 liquid shampoo, was reformulated last year and advertising increased more than $1,000,000 to about $3,800,000 in measured media as the company sought to better its No. 3 position in the market.

There has been some improvement in share of market in recent months, according to the company. The Palmolive Shave Cream line, together with the Colgate men's line—both in aerosol, lather and brushless versions—constitute the "No. 1 shaving line by far," probably totaling more than 28% of the market. (Carter Products claims Rise is the largest selling brand.) About $300,000 was spent for Palmolive shave cream on spot tv last year; a similar sum for Rapid shave cream; more than $200,000 for Colgate shave cream in Sunday sections and $100,000 for Palmolive after-shave lotion on spot tv.

■ In the household products division, Ajax scouring powder has regained its No. 1 spot in several metropolitan areas and over-all is said to be steadily improving its share of market. But generally, it has lost the race for the lead—which it once had with better than 50% of the total business—to P&G's Comet. One market survey shows Comet with better than 40% in most areas, well ahead of Ajax. About $3,700,000 was spent in measured media last year, slightly more than the Comet expenditure.

Despite stiff competition in the laundry detergent field, Colgate said Fab managed to increase its share of market. It is still probably under 10%. A hefty $6,000,000 or more went into measured media on the product last year, one-third more than the 1958 expenditure. Ad detergent and Super Suds were said to have continued their "upward spurts" in their secondary positions since the dish-pack program—one unit of a china set in each box—got under way. More than $2,250,000 went into Ad, and $1,000,000 to Super Suds, among measured media. Vel soap powder got a $2,300,000 measured appropriation, all in tv. Vel liquid detergent used around $1,200,000 in print and tv.

Palmolive soap got about $1,000,000 measured, and with formula and packaging changes, "improved" its market last year, the company reported. Cashmere Bouquet got a sizable $2,250,000 measured expenditure and "retained" its share of market. Both soaps have under 10%, Cashmere Bouquet probably under 5%.

■ The associated products division, created in 1957, added five new items last year, on top of 11 the previous year. These are Colgate Spot Disinfectant Spray with Permachem; a detergent called Condensed Ad Controlled Suds, in two sizes, packaged for use in coin-vending laundries; Bouquet Floral, a toilet soap for the hotel and institutional trade; Coleo deodorant soap and Liquid Ben-Hur, a heavy duty hard surface cleaner.

In test, for the Sterno operation of this division, is Sterno Charcoal Lighter Fuel Cubes. Marketing of the Kan-Kil insecticide line, one of the most profitable sideline items, was transferred from household to associated products July 1 and is now distributed through food brokers. It had minor promotion expenses last year.

■ Lakeside Laboratories Inc., acquired last Feb. 1, was established

KLZ of Denver... Salutes...
A Radio-Active Business Executive

ANTHONY M. VAGNINO
American Beauty Macaroni Co.

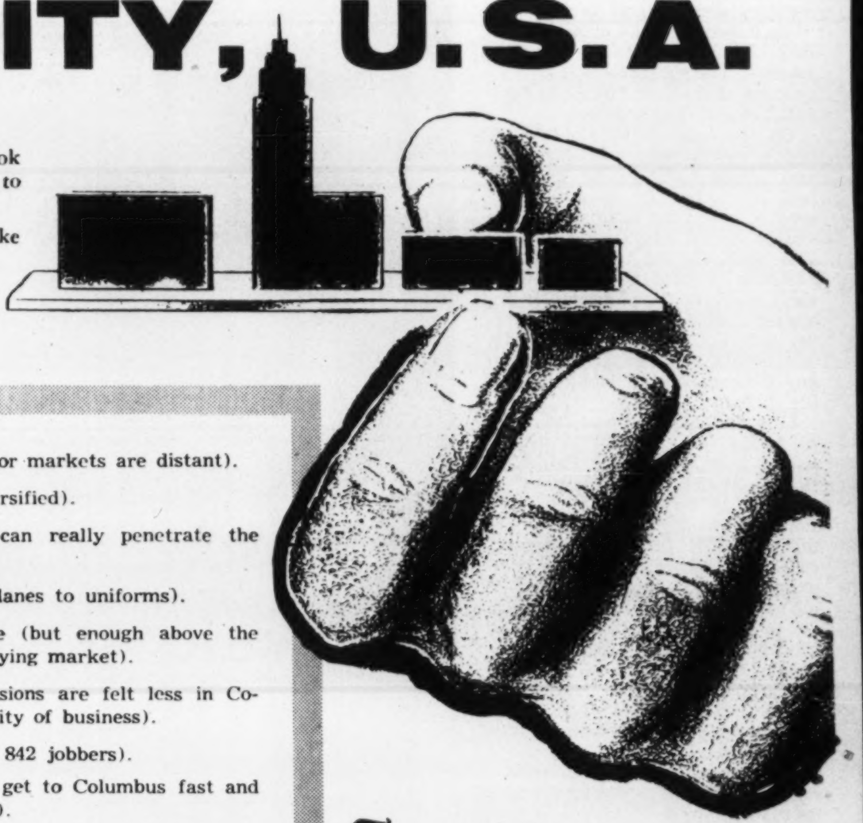
Anthony (Tony) M. Vagnino, for maintaining number one position for American Beauty Macaroni in the Rocky Mountain Area with a consistent and substantial increase year after year. The Denver plant, one of seven American Beauty plants in this country, serves an area extending from Canada to Mexico.

American Beauty has been a participating sponsor in KLZ's PAT GAY SHOW since 1956. Says Mr. Vagnino, "Our KLZ advertising continually draws heavy listener response, and we consider the PAT GAY SHOW an integral part of our over-all advertising program." Let KLZ Radio pre-sell for you in the rich Denver-Rocky Mountain Area.

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

Confirmed again...
Columbus, Ohio is
TEST CITY, U.S.A.



When the READER'S DIGEST wanted to take a look at its own impact on a typical American city it went to Columbus, Ohio.

Why? Because Columbus has the vital elements that make a good test market . . .

1. It's self-contained (and other major markets are distant).
2. Its population is typical (and diversified).
3. Good, co-operative media (you can really penetrate the market)
4. Business is diversified (from airplanes to uniforms).
5. Income level is close to average (but enough above the national average to make it a buying market).
6. Business activity is stable (recessions are felt less in Columbus because of its wide diversity of business).
7. Good distribution (5280 retailers, 842 jobbers).
8. Good transportation (your goods get to Columbus fast and economically by air, rail or truck).
9. Experience counts (and Columbus media know the "ins and outs" from scores of successful test campaigns).
10. A good record as an indicator (companies like P&G, Colgate Palmolive, Lever Bros., General Foods and Armour & Co., know that they can count on Columbus to predict the national sales picture. That's why they have used The Columbus DISPATCH repeatedly).

THE BEST WAY TO REACH COLUMBUS, OHIO . . . . . . TEST CITY, U.S.A. . . . IS THROUGH THE LOCAL MEDIA THAT DELIVER THE MARKET, THE COLUMBUS DISPATCH AND CITIZEN-JOURNAL. Here is a combined daily circulation of more than 310,000 and a Sunday circulation of 277,000. Get the facts on Columbus, Ohio and its newspapers today. They'll be vital in any marketing program planning . . . Especially if you're "feeling it out."

THE Columbus Dispatch
Evening and Sunday
and Columbus Citizen-Journal
Morning

Attractive combination rates available.

Representatives:
O'Mara & Ormsbee, Inc.
(New York, Chicago, Detroit, San Francisco, Los Angeles)
McAskill, Herman & Daley, Inc.
(Miami Beach)

in 1924 to distribute locally and is now an international operation, with a 150-man domestic field force calling on doctors. It specializes in drugs for treatment of heart conditions, mental depression, anemia, asthma and gastrointestinal disorders.

Last year two new products, Caytine, for the treatment of asthma, and Catron, a psychic energizer, were introduced, and late in the year Geriliquid, for circulatory diseases, was launched on the West Coast and is now in national distribution.

However, Lakeside has withdrawn both Catron and Inferon, an iron deficiency product, following Food & Drug Administration investigations into side effects.

Other leading products are a series of antispasmodics known as piperidols and a line of diuretics for excessive body fluids. "Research is unquestionably the most important element of an ethical drug company's operations," Colgate reported. It added that nine of the ten specialty drugs which accounted for the major part of 1959 Lakeside sales were developed in its own laboratories.

■ Cornerstone of Colgate's tv programming is alternate sponsorship of the "Ed Sullivan Show" and "Perry Mason." Other major tv properties scheduled for the fall are "My Sister Eileen," "Twilight Zone" and other participations. For daytime audiences the company sponsors "The Clear Horizon," "Daytime Millionaire," "Play Your Hunch," "Captain Kangaroo" and "Mighty Mouse." Throughout the year these programs are supplemented with topical tv fare like "The Baseball Game of the Week," major bowl games and professional football. The company will be a cosponsor of the new American Football League tv schedule.

On the legal front, Colgate has had a rough time with the Federal Trade Commission recently. Last November the commission issued a complaint against the "invisible shield" advertising for Colgate with Gardol toothpaste. The company spent $100,000 to switch away from the theme promptly and argued that a cease-and-desist order was not necessary. But early this month FTC issued the order and Colgate said it would appeal the ruling.

Last January the company was hit again, this time for its "sandpaper" commercials for Palmolive shave creams. The company is strenuously fighting the commission and has accused it of exercising bad faith. In the "sandpaper" case, Ted Bates & Co.—the company's No. 1 agency—resorted to the unusual device of running page ads in New York, Washington and Chicago newspapers, accusing the FTC of changing its rules and asking chairman Earl W. Kintner to clarify the definition of misleading, deceptive and dishonest advertising.

Other pending legal matters include the civil antitrust suit brought by the government in 1952 against top soap companies.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 7,300,542	$ 8,276,947
Magazines	5,352,667	3,562,470
Farm Publications	156,836	141,556
Business Publications	363,500	302,000
Spot Radio	——	750,000
Network Television	22,478,524	22,857,497
Spot Television	13,879,890	11,020,780
Total Measured	49,531,959	46,911,250
Total Unmeasured	20,468,041	21,088,750
Estimated Total Expenditure	70,000,000	68,000,000

WESH-TV
NBC
PREFERRED IN
ORLANDO-DAYTONA MARKET

CORPORATE MARKETING

MARKETING PERSONNEL

John L. Bricker, vp, corporate marketing
J. Donald Pill, director of marketing planning
Spencer C. Valmy, director of public relations
A. G. Kavner, manager, product publicity
E. G. McDermott, consumer relations coordinator
J. I. Appel, copy editor
G. T. Laboda, director of radio and television
G. T. Lincoln, assistant director of radio and television
R. F. Mahoney, production supervisor
R. E. Moore, assistant to the director of radio and television

HOUSEHOLD PRODUCTS DIVISION

MARKETING PERSONNEL

William T. Miller, vp and general manager
R. W. Young Jr., vp and director of marketing
R. F. Linder, general product manager
E. E. Buckner, general sales manager
D. D. Madden, manager, sales and field operation
D. H. Judge, manager, sales and field organization
R. I. Angelus, product manager, Palmolive soap, Choice
R. J. Clark, product manager, Vel liquid and powder, Vel Beauty Bar, Florient
W. T. Eldridge, product manager, new products department
T. J. Hennon, product manager, Cashmere Bouquet, Ad
F. S. Matthews, product manager, Fab, Super Suds, Kirkman, Octagon
D. W. Ross, product manager, Ajax
W. M. Schmick, manager, new products
F. B. Satterthwaite, manager, market research
W. T. Egan, manager, packaging
P. A. Lawless, merchandising manager

ADVERTISING AGENCIES

Ted Bates & Co., New York—H. Drake, R. Castle, account supervisors; R. Hall, account executive—Fab. H. Drake, account supervisor—Palmolive soap, Octagon. R. Degan, account executive—Octagon. D. Moore, account executive—Palmolive soap.

Lennen & Newell, New York—G. Cates, D. Thurston, account supervisors; G. Norris, account executive—Vel, Ad.

McCann-Erickson, New York—W. Spence, account supervisor, Ajax, Spree. J. Philips, account executive—Ajax. L. Sage, account executive—Spree.

Norman, Craig & Kummel, New York—R. Bowman, account supervisor; D. Gallagher, account executive—Cashmere Bouquet soap.

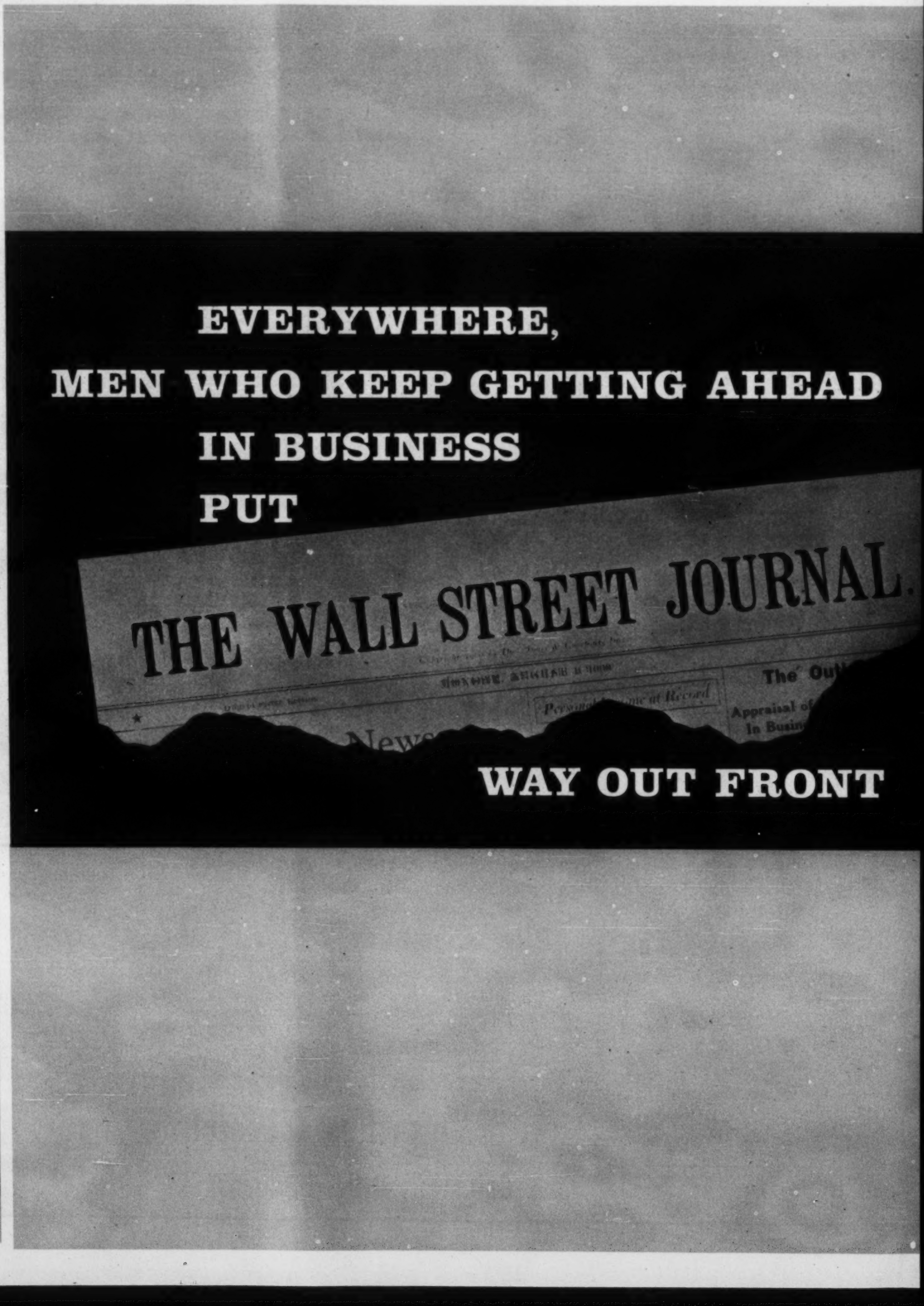
Charles W. Hoyt Co., New York—E. Hoyt, account executive, Kirkman products.

Street & Finney, New York—D. Grinnell, account supervisor, L. Trudeau, account executive—Super Suds. R. Finney, account supervisor, W. Johnston, account executive—Florient.

TOILET ARTICLES DIVISION

MARKETING PERSONNEL

C. Guy Grace, vp and general manager
R. E. Hilbrant, vp and director of mar-



keting
- K. B. Arrington, general product manager
- J. A. Deimling, assistant to the general product manager
- C. G. Green, general sales manager
- L. J. Hill Jr., sales manager, wholesale and retail group
- H. P. McClure, sales manager, chain stores
- W. F. Fowle Jr., product manager, Wildroot line
- J. J. Hirschberg, product manager, Lustre-Creme products, Veto line
- A. C. Jones Jr., product manager, dentifrices
- M. Ward, product manager, Cashmere Bouquet beauty preparations, Palmolive men's line
- K. White, product manager, Halo, Colgate men's line
- P. Byrne, manager, new products
- G. D. Miles, manager, packaging
- M. E. Thornton, merchandising manager

ADVERTISING AGENCIES

Ted Bates & Co, New York—R. Bradley, account supervisor, J. Kavanagh, account executive—dentifrices. D. Parmin, C. Dixon, account supervisors, W. Ballard, account executive—Wildroot. B. Bryan, account executive, Palmolive men's line.

Lennen & Newell, New York—G. Cates, D. Thurston, account supervisors; S. Kenyon, account executive—Lustre-Creme products.

D'Arcy Advertising, New York—D. Weill, account supervisor; J. Horwath, D. Place, account executives—Halo, Cashmere Bouquet beauty line.

Street & Finney, New York—D. Grinnell, account supervisor; L. Trudeau, account executive—Colgate men's line.

Norman, Craig & Kummel, New York—R. Bowman, account supervisor; J. Albanese, account executive—Veto.

COLGATE PHARMACEUTICAL LABORATORIES

MARKETING PERSONNEL

- Herbert P. Nack, vp and general manager
- A. J. Russo, manager, new products development
- G. B. Rooney, products manager

S. M. Edison Co.
Chicago

- J. I. Le Vant, general manager

Lakeside Laboratories
Milwaukee

- W. Guin, vp and director of marketing
- J. Slader, sales manager

ADVERTISING AGENCIES

L. W. Frohlich & Co., New York—C. Lewis, account executive, Lakeside Laboratories products.

Stern, Walters & Simmons, Chicago—M. Simmons, account supervisor, S. M. Edison Co. (Dermassage).

ASSOCIATED PRODUCTS DIVISION

MARKETING PERSONNEL

- Edward P. Field Jr., vp and general manager
- J. M. Nykiel, sales manager
- H. F. Neumann, manager, new products
- R. W. Boedecker, associated products advertising
- R. T. Connolly, product manager, Kan-Kil

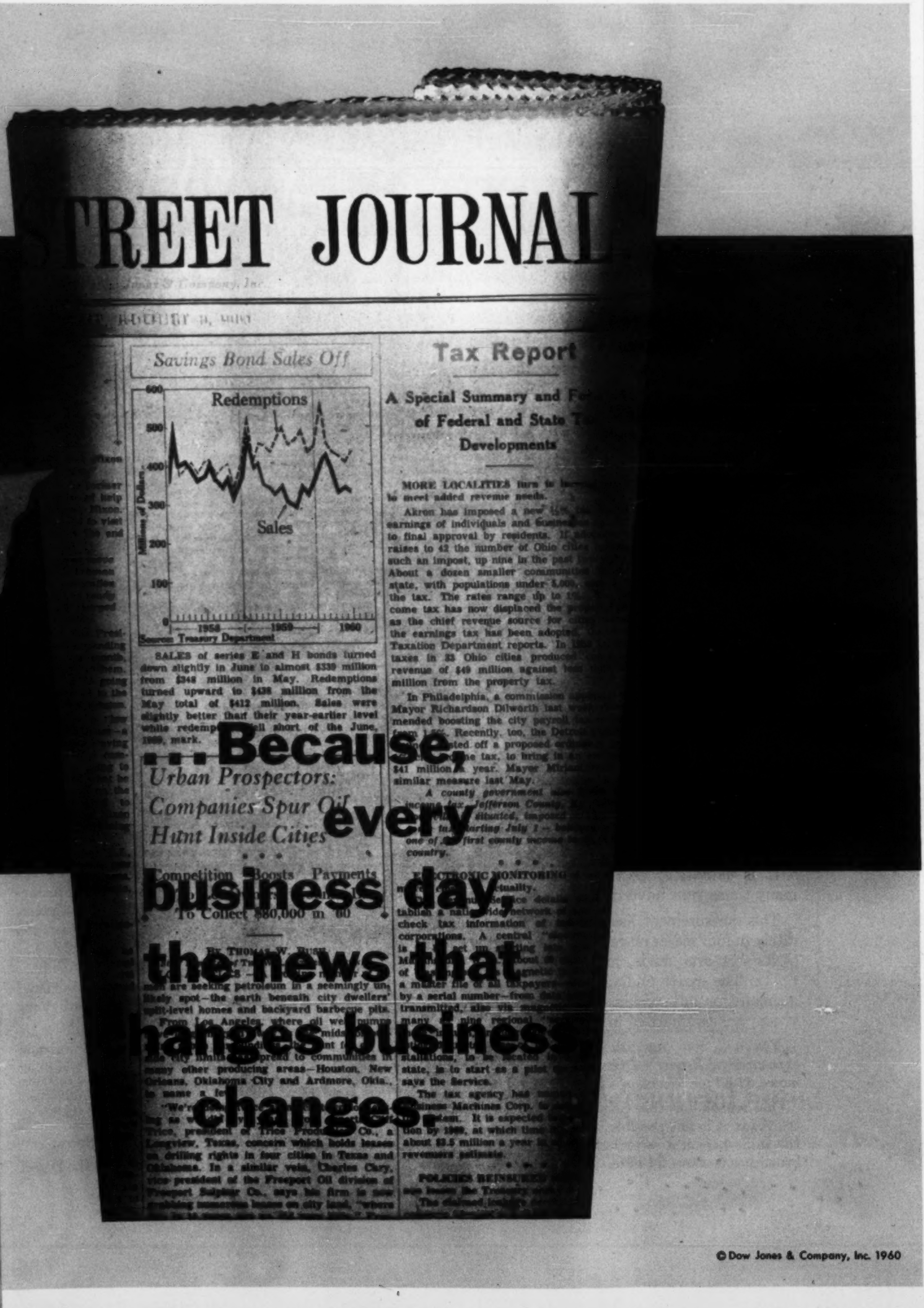
Sterno Inc.

- R. J. Lampe, general manager
- C. E. Falkner, manager, new products

ADVERTISING AGENCIES

Ted Bates & Co., New York—H. Drake, R. Castle, account supervisors; R. Degan, account executive—Sterno products.

Street & Finney, New York—D. Grinnell, account supervisor; L. Trudeau, account executive—Kan Kil.



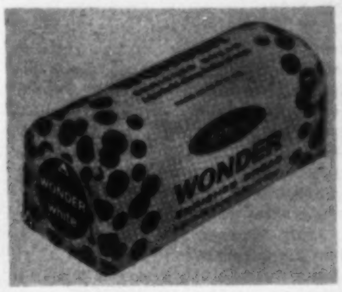
SALES of series E and H bonds turned down slightly in June to almost $339 million from $348 million in May. Redemptions turned upward to $438 million from the May total of $412 million. Sales were slightly better than their year-earlier level while redemp[illegible]ell short of the June, 1959, mark.

© Dow Jones & Company, Inc. 1960

Continental Baking Co.

	1959	1958
Sales (Net)	$385,941,474	$328,003,511
Earnings	9,323,019	8,855,473
Advertising	17,114,695	15,489,887

Continental Baking Co., Rye, N.Y., the nation's 49th largest advertiser, boosted its advertising expenditures about 10% to $17,114,695 in 1959. The company estimates this budget was divided among its three divisions as follows:



NEW LOOK—*An "extensive sampling of consumer opinion" resulted in this new wrapper for Continental's Wonder bread. The Wonder logotype is more prominent; "Famous" has been added and balloon border is larger.*

Continental Baking Co.	$15,742,926
Morton's Frozen Foods	748,408
Stewart's Inc.	177,385

The company continued to spend the bulk of its money in spot tv (it was the sixth largest advertiser in this medium) and in newspapers, spot radio and 24-sheet posters. It continued sponsorship of "Howdy Doody" (NBC-TV) and co-sponsorship of "Annie Oakley," syndicated film series, in about 80 markets. It also resumed magazine advertising after a year's hiatus.

■ The Wonder bread wrapper was redesigned, highlighting the Wonder logotype and giving more area to the red, blue and yellow balloons which are the traditional decoration for Wonder packaging. The word "famous" was also added and given considerable prominence in the design.

Continental's net sales increased 17.66% in 1959. Net income per dollar of sales, however, dropped from $2.70 in 1958 to $2.42 in '59. The company attributed this decline to (1) long and costly strikes

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

in 1924 to distribute locally and is now an international operation, with a 150-man domestic field force calling on doctors. It specializes in drugs for treatment of heart conditions, mental depression, anemia, asthma and gastro-intestinal disorders.

Last year two new products, Caytine, for the treatment of asthma, and Catron, a psychic energizer, were introduced, and late in the year Geriliquid, for circulatory diseases, was launched on the West Coast and is now in national distribution.

However, Lakeside has withdrawn both Catron and Inferon, an iron deficiency product, following Food & Drug Administration investigations into side effects.

Other leading products are a series of antispasmodics known as piperidols and a line of diuretics for excessive body fluids. "Research is unquestionably the most important element of an ethical drug company's operations," Colgate reported. It added that nine of the ten specialty drugs which accounted for the major part of 1959 Lakeside sales were developed in its own laboratories.

■ Cornerstone of Colgate's tv programming is alternate sponsorship of the "Ed Sullivan Show" and "Perry Mason." Other major tv properties scheduled for the fall are "My Sister Eileen," "Twilight Zone" and other participations. For daytime audiences the company sponsors "The Clear Horizon," "Daytime Millionaire," "Play Your Hunch," "Captain Kangaroo" and "Mighty Mouse." Throughout the year these programs are supplemented with topical tv fare like "The Baseball Game of the Week," major bowl games and professional football. The company will be a cosponsor of the new American Football League tv schedule.

On the legal front, Colgate has had a rough time with the Federal Trade Commission recently. Last November the commission issued a complaint against the "invisible shield" advertising for Colgate with Gardol toothpaste. The company spent $100,000 to switch away from the theme promptly and argued that a cease-and-desist order was not necessary. But early this month FTC issued the order and Colgate said it would appeal the ruling.

Last January the company was hit again, this time for its "sandpaper" commercials for Palmolive shave creams. The company is strenuously fighting the commission and has accused it of exercising bad faith. In the "sandpaper" case, Ted Bates & Co.—the company's No. 1 agency—resorted to the unusual device of running page ads in New York, Washington and Chicago newspapers, accusing the FTC of changing its rules and asking chairman Earl W. Kintner to clarify the definition of misleading, deceptive and dishonest advertising.

Other pending legal matters include the civil antitrust suit brought by the government in 1952 against top soap companies.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 7,300,542	$ 8,276,947
Magazines	5,352,667	3,562,470
Farm Publications	156,836	141,556
Business Publications	363,500	302,000
Spot Radio	——	750,000
Network Television	22,478,524	22,857,497
Spot Television	13,879,890	11,020,780
Total Measured	49,531,959	46,911,250
Total Unmeasured	20,468,041	21,088,750
Estimated Total Expenditure	70,000,000	68,000,000

CORPORATE MARKETING

MARKETING PERSONNEL

John L. Bricker, vp, corporate marketing
J. Donald Pill, director of marketing planning
Spencer C. Valmy, director of public relations
A. G. Kavner, manager, product publicity
E. G. McDermott, consumer relations coordinator
J. I. Appel, copy editor
G. T. Laboda, director of radio and television
G. T. Lincoln, assistant director of radio and television
R. F. Mahoney, production supervisor
R. E. Moore, assistant to the director of radio and television

HOUSEHOLD PRODUCTS DIVISION

MARKETING PERSONNEL

William T. Miller, vp and general manager
R. W. Young Jr., vp and director of marketing
R. F. Linder, general product manager
E. E. Buckner, general sales manager
D. D. Madden, manager, sales and field operation
D. H. Judge, manager, sales and field organization
R. I. Angelus, product manager, Palmolive soap, Choice
R. J. Clark, product manager, Vel liquid and powder, Vel Beauty Bar, Florient
W. T. Eldridge, product manager, new products department
T. J. Hennon, product manager, Cashmere Bouquet, Ad
F. S. Matthews, product manager, Fab, Super Suds, Kirkman, Octagon
D. W. Ross, product manager, Ajax
W. M. Schmick, manager, new products
F. B. Satterthwaite, manager, market research
W. T. Egan, manager, packaging
P. A. Lawless, merchandising manager

ADVERTISING AGENCIES

Ted Bates & Co., New York—H. Drake, R. Castle, account supervisors; R. Hall, account executive—Fab. H. Drake, account supervisor—Palmolive soap, Octagon. R. Degan, account executive—Octagon. D. Moore, account executive—Palmolive soap.

Lennen & Newell, New York—G. Cates, D. Thurston, account supervisors; G. Norris, account executive—Vel, Ad.

McCann-Erickson, New York—W. Spence, account supervisor, Ajax, Spree. J. Philips, account executive—Ajax. L. Sage, account executive—Spree.

Norman, Craig & Kummel, New York—R. Bowman, account supervisor; D. Gallagher, account executive—Cashmere Bouquet soap.

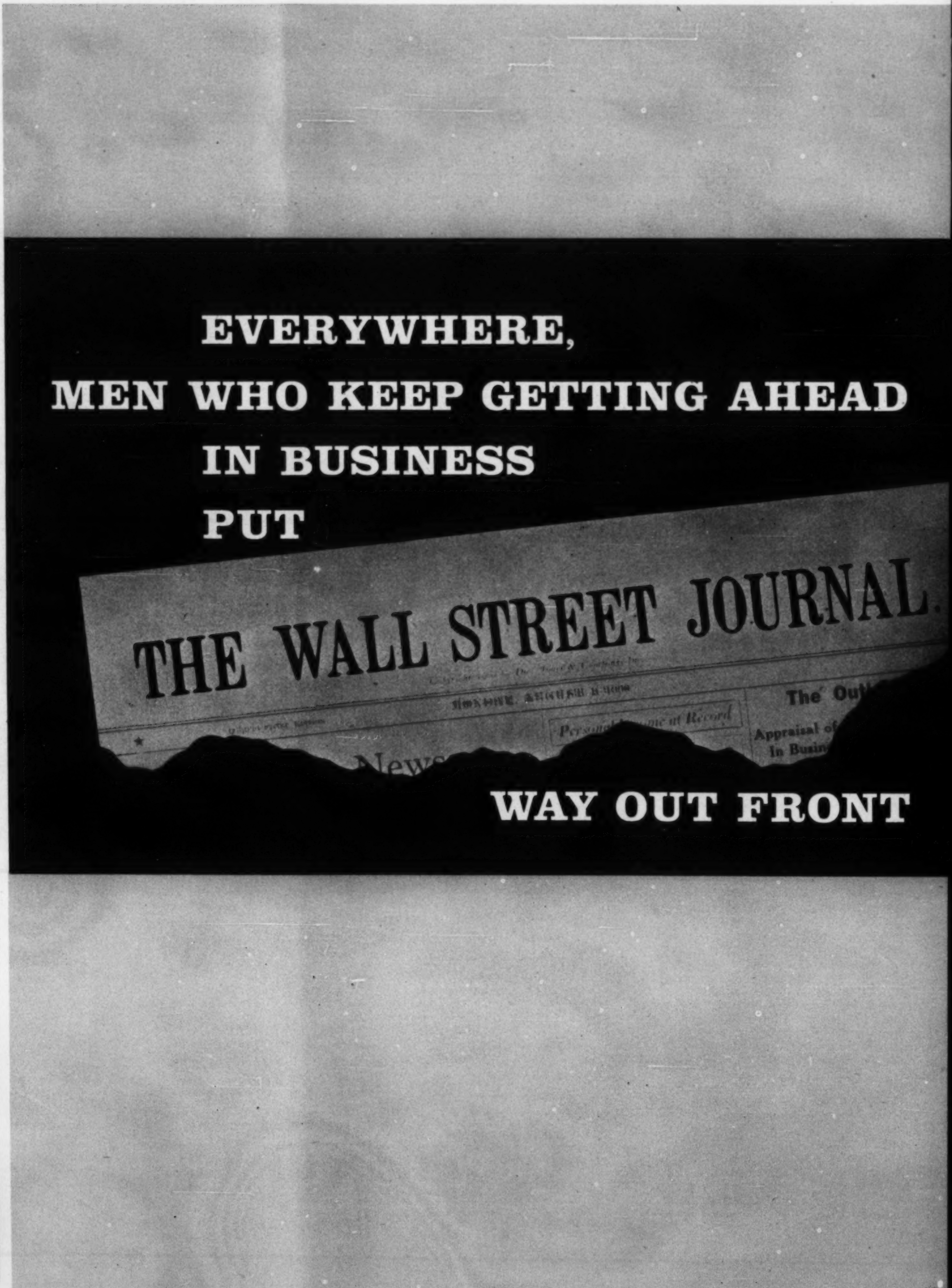
Charles W. Hoyt Co., New York—E. Hoyt, account executive, Kirkman products.

Street & Finney, New York—D. Grinnell, account supervisor, L. Trudeau, account executive—Super Suds. R. Finney, account supervisor, W. Johnston, account executive—Florient.

TOILET ARTICLES DIVISION

MARKETING PERSONNEL

C. Guy Grace, vp and general manager
R. E. Hilbrant, vp and director of mar-



WESH-TV
PREFERRED IN
ORLANDO-DAYTONA MARKET

keting

K. B. Arrington, general product manager

J. A. Deimling, assistant to the general product manager

C. G. Green, general sales manager

L. J. Hill Jr., sales manager, wholesale and retail group

H. P. McClure, sales manager, chain stores

W. F. Fowle Jr., product manager, Wildroot line

J. J. Hirschberg, product manager, Lustre-Creme products, Veto line

A. C. Jones Jr., product manager, dentifrices

M. Ward, product manager, Cashmere Bouquet beauty preparations, Palmolive men's line

K. White, product manager, Halo, Colgate men's line

P. Byrne, manager, new products

G. D. Miles, manager, packaging

M. E. Thornton, merchandising manager

ADVERTISING AGENCIES

Ted Bates & Co, New York—R. Bradley, account supervisor, J. Kavanagh, account executive—dentifrices. D. Parmin, C. Dixon, account supervisors, W. Ballard, account executive—Wildroot. B. Bryan, account executive, Palmolive men's line.

Lennen & Newell, New York—G. Cates, D. Thurston, account supervisors; S. Kenyon, account executive—Lustre-Creme products.

D'Arcy Advertising, New York—D. Weill, account supervisor; J. Horwath, D. Place, account executives—Halo, Cashmere Bouquet beauty line.

Street & Finney, New York—D. Grinnell, account supervisor; L. Trudeau,. account executive—Colgate men's line.

Norman, Craig & Kummel, New York—R. Bowman, account supervisor; J. Albanese, account executive—Veto.

COLGATE PHARMACEUTICAL LABORATORIES

MARKETING PERSONNEL

Herbert P. Nack, vp and general manager

A. J. Russo, manager, new products development

G. B. Rooney, products manager

S. M. Edison Co.
Chicago

J. I. Le Vant, general manager

Lakeside Laboratories
Milwaukee

W. Guin, vp and director of marketing

J. Slader, sales manager

ADVERTISING AGENCIES

L. W. Frohlich & Co., New York—C. Lewis, account executive, Lakeside Laboratories products.

Stern, Walters & Simmons, Chicago—M. Simmons, account supervisor, S. M. Edison Co. (Dermassage).

ASSOCIATED PRODUCTS DIVISION

MARKETING PERSONNEL

Edward P. Field Jr., vp and general manager

J. M. Nykiel, sales manager

H. F. Neumann, manager, new products

R. W. Boedecker, associated products advertising

R. T. Connolly, product manager, Kan-Kil

Sterno Inc.

R. J. Lampe, general manager

C. E. Falkner, manager, new products

ADVERTISING AGENCIES

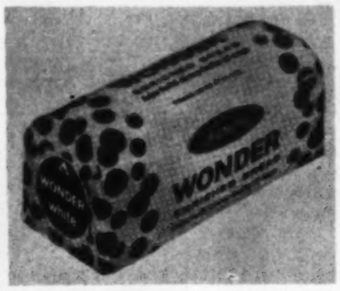
Ted Bates & Co., New York—H. Drake, R. Castle, account supervisors; R. Degan, account executive—Sterno products.

Street & Finney, New York—D. Grinnell, account supervisor; L. Trudeau, account executive—Kan Kil.

Continental Baking Co.

	1959	1958
Sales (Net)	$385,941,474	$328,003,511
Earnings	9,323,019	8,855,473
Advertising	17,114,695	15,489,887

Continental Baking Co., Rye, N.Y., the nation's 49th largest advertiser, boosted its advertising expenditures about 10% to $17,114,695 in 1959. The company estimates this budget was divided among its three divisions as follows:



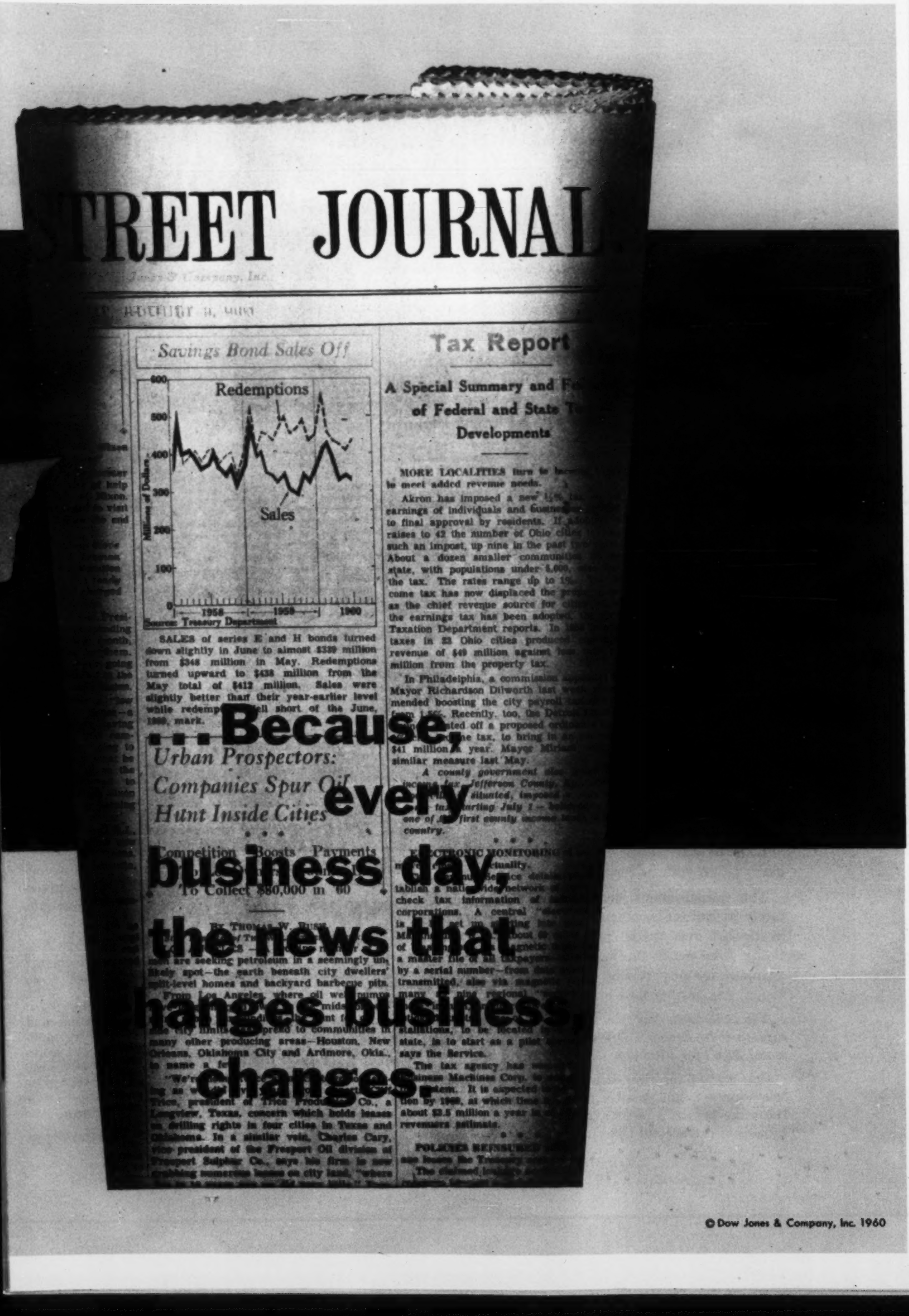
NEW LOOK—*An "extensive sampling of consumer opinion" resulted in this new wrapper for Continental's Wonder bread. The Wonder logotype is more prominent; "Famous" has been added and balloon border is larger.*

Continental Baking Co.	$15,742,926
Morton's Frozen Foods	748,408
Stewart's Inc.	177,385

The company continued to spend the bulk of its money in spot tv (it was the sixth largest advertiser in this medium) and in newspapers, spot radio and 24-sheet posters. It continued sponsorship of "Howdy Doody" (NBC-TV) and co-sponsorship of "Annie Oakley," syndicated film series, in about 80 markets. It also resumed magazine advertising after a year's hiatus.

- The Wonder bread wrapper was redesigned, highlighting the Wonder logotype and giving more area to the red, blue and yellow balloons which are the traditional decoration for Wonder packaging. The word "famous" was also added and given considerable prominence in the design.

Continental's net sales increased 17.66% in 1959. Net income per dollar of sales, however, dropped from $2.70 in 1958 to $2.42 in '59. The company attributed this decline to (1) long and costly strikes



© Dow Jones & Company, Inc. 1960

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

in its plants; (2) the strike in the steel industry and the resulting shutdowns of automobile producers and suppliers; and (3) "the continued upward spiral of labor costs without corresponding increase in bakery product prices."

All divisions were operated profitably during '59 except the Omar retail division, located in the Midwest, which the company acquired late in 1958.

For the first quarter of 1960, the company again reported increased sales, up 3.55% over the corresponding quarter of 1959. Net profit, however, continued to decline slightly. This was attributed to bad weather in several midwest cities which disrupted distribution, and to increased costs.

■ Continental continues to be the country's largest commercial baker selling both through wholesale and by home delivery. Wonder bread is its top seller, and Continental's top product. The company also markets a number of specialty breads, including Profile Special Formula bread, Staff Special Formula bread, and Daffodil Farm enriched bread. The company is also the leading maker of snack cake items, which it promotes under the Hostess label.

Until four years ago, the company concentrated on bread and cake. But in 1955 it embarked on a program of product diversification by buying Morton's Frozen Foods and Stewart's Inc., producer of potato chips, mayonnaise and other snack items distributed in the Southeast.

It has been estimated that bread accounts for 67% of Continental's sales; cakes, 23%; frozen foods, 7.5%; and snacks, 2,5%. Morton's is the country's leading seller of frozen fruit pies, and is second only to Swanson in selling frozen beef, poultry and turkey pies.

■ In July, 1959, Continental acquired Finney's Holsum Bakery, Greenville, Tex., thus expanding its bread and cake operations in this territory. Also in July, Stewart's potato chip division acquired the Brownie Chip Co., Oklahoma City, enabling the company to introduce its Wonder potato chip line into that area.

In June 1960, the company acquired Love's Biscuit & Bread Co., Honolulu.

On May 20, 1960, the Federal Trade Commission issued a complaint charging the company with violation of the antitrust laws in acquiring eight baking companies during the past eight years.

In September, the company successfully introduced Hostess Handi-Pies in the Detroit market. No other major products were introduced in 1959, although the company has some 15 to 20 new products in various stages of development and market testing.

The company's agency lineup remained the same except for the County Fair Bakery, Washington, D.C., which appointed Ketchum, MacLeod & Grove, Pittsburgh, as its first agency late last year.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 2,177,571	$ 1,732,120
Magazines	86,500	———
Business Publications	75,000	———
Spot Radio	1,215,000	———*
Network Television	776,135	740,261
Spot Television	10,806,480	9,223,910
Outdoor	920,452	1,343,447
Total Measured	16,057,138	14,639,738
Total Unmeasured	1,057,557	850,149
Total Expenditure	17,114,695	15,489,887

*Figures not available

MARKETING PERSONNEL

Sales

Cedric Seaman, vp in charge of marketing
John F. Runyon, vp in charge of bread sales
Ellis Baum, vp, Hostess cake division
Clifford W. Isaacson, vp in charge of cake sales

Advertising

Lee Mack Marshall, advertising manager
John L. West, assistant advertising manager
Victor Incorvia, promotion supervisor

ADVERTISING AGENCIES

Ted Bates & Co., New York—Wonder bread, Hostess cake, Morton products—E. L. Hill, Continental group head and account supervisor; James H. O'Neil, account executive, bread; Charles N. Crittenton, account executive, cake; Alman Taranton, Morton's account supervisor; Farrell Gilmore, account executive.

Bozell & Jacobs, Chicago—Omar and Hall Pride products—A. D. Reiwitch, account executive.

Rosengarten & Steinke, Memphis—Stewart's Inc.—Norton Rosengarten, account executive.

Ketchum, MacLeod & Grove, Pittsburgh—Braun Baking Co., Pittsburgh, and County Fair Bakery, Washington, D. C.—C. W. Llewellyn, Braun Baking account executive; Max Gibbons and George Watkins, account executives for County Fair.

WESH-TV
NBC
PREFERRED IN
ORLANDO-DAYTONA MARKET

Corn Products Co.

	1959	1958
Sales*	$479,272,793	$470,923,681
Earnings*	22,754,394	22,897,508
Advertising*	22,000,000	22,000,000

*U.S. and Canadian operations only

Corn Products Co., New York, the nation's 39th largest advertiser, marked time in 1959. Advertising expenditures remained at about the same level. Sales rose slightly while earnings declined slightly. For the first half of 1960, however, earnings are up about 15%.

Corn Products, the world's largest processor of corn, makes some 500 products for industrial uses but the company's main goal over the past five years has been expansion of consumer goods business. The merger with Best Foods Inc. in 1958 brought the company to the position where it does 44% of its volume in brand name pack-

Advertise to America's largest quality audience...

...yet pay less than ½ the cost of

Interviews from a nationwide study of 32,000 people provide an accurate new measure of advertising efficiency

AT LAST, there is a yardstick for making meaningful comparisons between the costs of advertising in magazines and on television.

It is *advertising page exposures*. It tells how many times your advertisement is looked at.

This measurement has now been applied accurately to four major magazines in the largest study of its sort ever made, just completed by Alfred Politz. The major findings, as well as a separate estimate for advertising exposures through television, are summarized in the table on the right.

You will note that you pay only 59¢ per 1000 exposures in Reader's Digest—only 36% of the estimated $1.63 for television.

One reason for this cost difference is that with television it is not possible to show a commercial to the same person a second time—unless you pay to broadcast it a second time.

The same person, however, often sees the same *magazine* advertisement more than once. This effect is most pronounced in the Digest. Interviews revealed:

- Each Digest issue has more than 35 million readers.
- The average reader picks up and reads the Digest five different times (isn't that the way *you* read the Digest?). In so doing, he turns to your advertisement more than once; the average is 1.7 times.

So your one Digest advertisement is looked at a staggering 60,947,000 times. The Digest gives your advertisement more than *60 million chances to make a sale.*

Are these readers good prospects?

But what kind of people look at your advertisement? Are they good prospects for *your* product? Very probably. Interviews revealed that—

Digest readers are *far above average* in income and education. They spend more on automobiles, appliances, clothing, insurance, leisure products and scores of other items, probably including those *you* advertise. The exact figures are available in the study report.

And here is a significant comparison:

The best-educated people pick up and read the Digest

age products.

CP is a power on the international scene. To the 1959 sales and earnings totals above must be added nearly $200,000,000 in volume and more than $10,000,000 in profits outside the U. S. and Canada. The company has more foreign business than any other U. S. food producer. It derives close to one-third of its volume and profits from overseas operations.

■ In 1959, CP spent about $10,000,000 on advertising outside the U. S. and Canada. William T. Brady, president, has reported that the 1960 worldwide ad budget has been tentatively set at $40,000,000.

CP's best sales performers in 1959 were Mazola corn oil, Hellmann's and Best Foods mayonnaise, Skippy peanut butter, NuSoft fabric softener and Rit tints and dyes. Each of these products is a brand leader.

Mazola sales, which have skyrocketed in the past five years, are estimated to have expanded another 30% last year on the wings of publicity and promotion citing the effect of corn oil in reducing cholesterol levels in the blood stream, "considered important in both the prevention and treatment of heart disease," Mazola ads pointed out. However, this type of promotion—also used by CP in introducing its Cornette margarine—was stopped at the end of the year in compliance with a policy statement by the Food & Drug Administration.

■ Mazola was again the most heavily promoted product in the CP stable, with an estimated $3,500,000 budget for magazine space and network television time. Right behind it were the mayonnaise brands, sold under the Hellmann's name in the East and the Best Foods name in the West. Also in the plus-$1,000,000 category were Skippy peanut butter, NuSoft and Bosco milk amplifier.

In addition to Cornette, CP is now testing Instant Bosco, a fortified dry chocolate drink mix, Kasco morsels, a high-protein dog food, and Karo imitation maple syrup. Hellmann's Italian dressing (sold under the Best Foods label in the West) is now in national distribution.

Old Manse, a cane-and-maple syrup sold primarily in the Chicago area, was acquired during the year.

■ The company increased the Vitamin A content of Nucoa margarine to the point "where it is now double that of any other margarine" but the brand has failed to advance and its promotion budget was cut. Nucoa has a little more than 5% of the margarine market. It lost ground to the premium brands and store labels. Fleischmann's margarine, a corn oil product marketed by Standard Brands, beat Cornette to the market and has done better than the Corn Products entry, although the two are really different products. (Cornette is made with liquid corn oil and thus boasts a much higher unsaturated fat content than the hydrogenated Fleischmann's product.)

Corn Products put $11,000,000—or half its total budget—into television time and production. Its principal vehicle in 1959 was the NBC-TV show, "Riverboat," which it used to promote a variety of its brands in a jigsaw schedule patterned on the regional distribution of the products.

The newspaper schedule was cut in half in 1959, with this money switched to magazines.

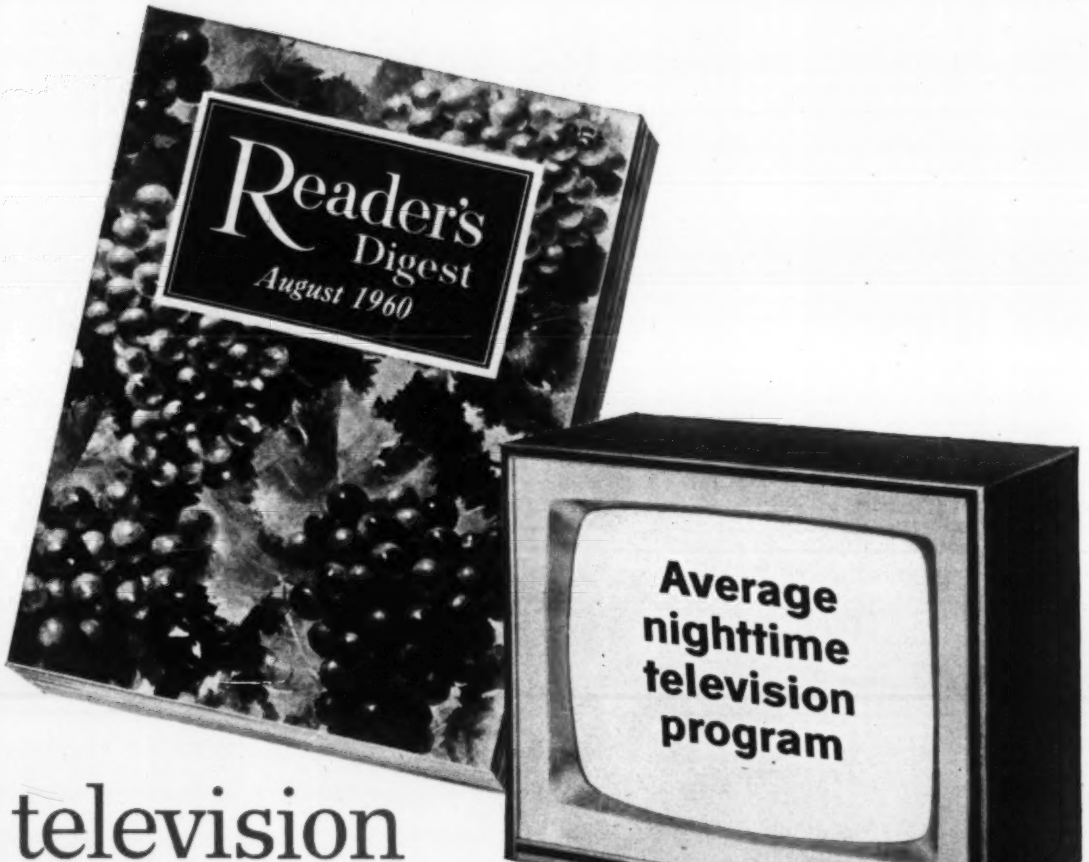
■ Industrial advertising again topped the $250,000 mark. The company reported that nine industrial products reached new sales highs. These were: Cerelose dextrose, Globe and Rex corn syrups, Flo-Sweet sugars, Nu-Bru corn concentrate and four starch brands—Globe, Buffalo, Eagle and Ten-O-Film. Easy Flow, a dustless starch with greater uniformity and density, was developed during the year.

CP has reorganized its marketing operations into two divisions—an industrial division covering all products sold to industry and the Best Foods division covering all consumer products.

W. A. Schroeder, longtime Best Foods sales head, has been named exec vp of the Best Foods division, and Albert Brown, veteran ad manager of Best Foods, has been appointed advertising vp of the division. The industrial division is headed by H. Plimpton as exec vp.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,459,000	$ 3,044,000
Magazines	4,040,000	2,896,000
Farm Publications	148,000	3,000
Business Publications	254,000	286,000
Spot Radio	800,000	1,100,000
Network Television	4,522,000	4,927,000
Spot Television	4,226,000	3,192,000
Outdoor	410,000	260,000
Total Measured	15,859,000	15,735,000
Total Unmeasured	6,141,000	6,390,000
Estimated Total Expenditure	22,000,000	22,000,000



television

twice as often as the least-educated—and consequently *look at your advertisement twice as often.*

On the other hand, the more education people have, and the higher their incomes, *the less they look at television.* This is clearly shown in a recent study by the Market Research Corporation of America.

It suggests what the new Politz study documents—that Reader's Digest can deliver your company's message *more times* . . . to your *best prospects* . . . at the *lowest cost.* And your message will appear where advertising is limited to reliable products and reasonable claims. People believe what they read in the Digest—in its editorial and advertising columns alike.

How to get your copy of the study

By reading the 84-page book, *Advertising Exposure,* you will understand how Reader's Digest helps produce remarkable sales results for so many of America's most successful businesses. This study report is free to advertisers and advertising agencies, available to others for $5. For your copy, write or call Fred D. Thompson, Reader's Digest, 230 Park Ave., New York 17, N. Y.

Now see what you really pay to deliver your advertising 1000 times

	Exposures per person to a page or commercial minute	Total exposures to a page or commercial minute	Cost per 1000 exposures
Reader's Digest	1.7	60,947,000	59¢
Sat. Eve. Post . .	1.3	30,861,000	91¢
Look	1.1	30,702,000	84¢
Life	1.0	30,110,000	98¢
All 4 magazines combined	2.3	152,620,000	78¢
Average nighttime network TV program	1.0	17,419,000	$1.63

Magazine figures are based on new Politz study, *Advertising Page Exposure in Four Magazines;* costs are for a b & w page at the rate effective July 16, 1960. TV figures are Reader's Digest estimates.

People have faith in Reader's Digest

Largest magazine circulation in the U. S.
Over 12,000,000 copies bought monthly

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

CORN PRODUCTS SALES CO.

BEST FOODS DIVISION

MARKETING PERSONNEL

W. A.. Schroeder, exec vp
Albert Brown, vp, advertising
J. M. Coe, vp, national sales
W. A. Moore, vp, marketing director
E. F. Stephenson, vp, marketing director
J. M. Volkhardt, vp, marketing director

Regional Sales vps Reporting to J. M. Coe

E. P. Kenny—Eastern
T. E. Reynolds—Central
F. C. Hassman—Southern
F. D. Goodyear—Western

INDUSTRIAL DIVISION

MARKETING PERSONNEL

H. Plimpton, exec vp
R. W. Bond, vp, market planning
D. K. Brickley, vp, technical services
J. M. Krno, vp, sales development
H. M. Mays, vp, feed sales
J. J. Jones, vp, refined oils

Regional Sales vps Reporting to H. Plimpton

M. D. Mullin—Eastern
T. C. Clawson—Central
E. W. Beardsley—Southern
J. W. Walz—Western

ADVERTISING AGENCIES

Dancer-Fitzgerald-Sample, New York—Hellmann's and Best Foods branded products, Nucoa—Gordon Johnson and George N. Beecher, account supervisors.

Donahue & Coe, New York—Bosco and Kasco—Donald M. Smith, account supervisor.

Guild, Bascom & Bonfigli, San Francisco—Skippy peanut butter—Henry Buccello, account supervisor.

Lennen & Newell, New York—Mazola, Karo, Cornette, Niagara and Linit starches, industrial products—George Beyer, account supervisor; Charles McNaull (Karo), Lee Frierson (Mazola), Phil Penberthy (starches), Robert Eisentrout (Cornette) and Mel Elliott (industrial), account executives.

McCann-Erickson, New York—NuSoft—Edward R. Beach, account supervisor.

Robert Otto & Co., New York—export advertising—Frank McCullough, account supervisor.

Sullivan, Stauffer, Colwell & Bayles, New York—Rit, Shinola shoe polish, Presto flour, H-O oats, H-O cream farina—Ralph Smith, account supervisor.

Helene Curtis Industries

	1959	1958
Sales	$48,058,616	$47,295,151
Earnings	2,489,803	1,804,620
Advertising	10,000,000	9,000,000

Helene Curtis Industries, Chicago, the 77th largest national advertiser, hiked expenditures 11% to $10,000,000 in 1959, the company reported.

The 1960 expenditure will be more than $10,000,000, but how much more will depend upon Curtis' new products.

Newspapers took a big part of the 1959 increase, as Curtis boosted its investment in them by about $450,000 to $1,874,000. Network television, which formerly was the big medium for Curtis, was cut back in 1959 and spot tv was more than doubled. Each of the two media took a little more than $1,700,000. Plans for 1960 call for increased use of network tv.

■ Helene Curtis, a 33-year-old company, has cut a success pattern in the fast-paced beauty business. Over the past seven years, Curtis has experienced a 445% sales growth and nearly 885% growth in earnings. In 1959 as sales rose slightly to $48,058,616, earnings soared 38% to a record $2,489,803.

During most of Helene Curtis' recent sales rise, earnings have risen accordingly. Net profit after taxes moved from $1,738,425 in 1955 to $2,165,926 in 1956. But earnings dropped to $502,198 in 1957, a decline which Helene Curtis attributed to temporary problems of purchasing the Lentheric division from Olin Mathieson Chemical Corp. in late 1956.

Curtis reported this year that it has successfully completed its planned consolidation program, brought about when the company purchased Lentheric, and that the division has shown a substantial profit. Earnings in 1958 first showed benefits of the non-recurring expenses of integrating the new line into the Lentheric-Kings Men division.

■ Helene Curtis Industries was launched in 1927 as a manufacturer of beauty shop products, and chalked up gross sales volume in 1928 of $28,000. When the company showed a $75,000 loss in the first two years of operation, brothers Gerald and Willard Gidwitz invested additional funds. Finally in 1930 the profit picture went black when Gerald Gidwitz fostered development of a simplified and cheaper electric permanent wave machine that proved a cost saver for salon operators and helped establish a mass market for permanent waves. The company continued to make headway in the professional field by developing a complete line of volume-priced hair preparations for beauticians.

By the mid-'40s Helene Curtis was the dominant manufacturer in the professional beauty field, and by that time had garnered 80% of the beauty shop product sales in the country.

In 1947 Curtis plunged into the retail field, marketing and advertising its new consumer products—Suave hair dressing and Creme shampoo. Since then research and development of new product lines and acquisition of other companies have contributed substantially to Curtis' phenomenal rise.

■ 1956 was a big expansion year for Curtis. First, it bought the Kings Men line of men's toiletries from Products Ltd., Los Angeles. Curtis revitalized the line, advertised it nationally and added outlets which had declined because of lack of national advertising. Then Curtis bought Jules Montenier Inc., of Chicago, which made Stopette deodorant and other products. Later in the year Curtis bought the Lentheric division from Olin Mathieson Chemical Corp.

The most recent Curtis acquisition, in late 1959, was Studio Girl of California and Studio Girl-Hollywood, a Glendale, Cal., company which manufactures toiletries and cosmetics, mainly distributed in the house-to-house field in the western states. Curtis reported that Studio Girl, a successful company, is being operated as a separate division without management or location changes, and is expected to add to both volume and profits.

■ Marketing-wise Helene Curtis Industries is divided into a products division, a Lentheric-Kings Men division, and a beauty salon division, each of which has its own merchandising and sales personnel.

The beauty salon division, world's largest supplier of products for beauty shops, makes more than 30 different kinds of permanent waves, a dozen shampoos for professional use, special hair preparations and treatments, cold wave accessories, machine and machineless supplies. Lentheric-Kings Men division has the Lentheric fragrance line, the Tweedie line (special toiletries for little girls) and Kings Men shaving and grooming products. The products division sells all other products, including all Helene Curtis brands.

vive la différence!

SISTERS—*Helene Curtis' current big push for Spray Net hair spray features a sister theme in color pages in magazines. The new theme, "Vive la difference," illustrates the two types of Spray Net—one for super soft and one for regular.*

Top 25 National Outdoor Advertisers

Rank	Advertiser	Expenditure 1959	Expenditure 1958
1.	General Motors Corp.	$ 9,834,053	$ 8,898,466
2.	Ford Motor Co.	5,439,939	6,621,615
3.	Anheuser-Busch Inc.	4,456,105	4,145,503
4.	Shell Oil Co.	3,282,063	3,227,880
5.	Standard Oil of Indiana	2,897,718	1,205,803
6.	Wm. Wrigley Jr. Co.	2,388,389	2,293,025
7.	Coca-Cola Co.	2,377,961	3,221,598
8.	Distillers Corp.—Seagrams Ltd.	2,189,167	2,062,828
9.	National Distillers & Chemical Co.	1,977,563	2,082,055
10.	Schlitz Brewing Co.	1,913,614	1,712,466
11.	Hamm Brewing Co.	1,614,353	1,797,000
12.	Falstaff Brewing Co.	1,523,636	1,730,000
13.	American Tobacco Co.	1,514,343	1,184,176
14.	Esso Standard Oil of New Jersey	1,508,102	1,414,312
15.	General Tire & Rubber Co.	1,422,633	1,370,093
16.	Lucky Lager Brewing Co.	1,398,224	1,336,631
17.	Kellogg Co.	1,374,304	**
18.	Affiliated Distillers Brand Co.	1,366,158	1,551,893
19.	Studebaker Packard Corp.	1,328,300	**
20.	Chrysler Corp.	1,293,229	**
21.	Borden Co.	1,176,246	**
22.	Morton Salt Co.	1,129,153	**
23.	P. Ballantine & Sons	1,112,940	1,108,881
24.	Richfield Oil Corp. (Cal.)	1,080,976	**
25.	Liebmann Breweries Inc.	1,014,465	1,278,213

Source: Outdoor Advertising Assn.
**Not in top 25 in 1958.

■ Among the 1959-60 new products is GayTop in a tube. Successfully test marketed this year, it is a companion product to GayTop hairdressing and conditioner. With Gaytop in a tube, Curtis hopes to gain the lion's share of the tube hairdressing market, along with Suave, which is sold in tube cream, concentrate and liquid forms.

According to "Consolidated Consumer Analysis," which surveyed men's preferences in hairdressing creams in 21 markets, Suave ranked seventh or eighth in nine markets in 1959. Vaseline ranked first, Wildroot second, Brylcreem third. Suave hair conditioner last year ranked as the No. 1 women's hairdressing choice, and this year is a close No. 2 behind Alberto-Culver Co.'s VO5. Between them the two have about half of the market.

Curtis also introduced pink Plush, a feminine shaving cream for milady's legs, in 1959. Plush, which is packaged in an aerosol can, has been promoted nationally with full color pages in fashion magazines.

■ One of Curtis' most successful products is Enden, a dandruff treatment shampoo introduced in cream form in September, 1956. In the highly competitive shampoo field Enden has consistently maintained its position as the leading dandruff remedy shampoo, although among straight shampoos it is well down the list. Since its introduction, Curtis has offered Enden in two other forms—a lotion in non-breakable plastic container, and in 1958, as the new Clear Golden Liquid Enden.

Helene Curtis announced in May that it was test marketing a new medicated dandruff control liquid called Wonder Rinse. Curtis introduced Wonder Rinse in New Haven, Providence and other New England areas with b&w newspaper ads.

Another Curtis first in the shampoo line is Shampoofs, an individually packaged, one-application shampoo for travel and shower. Each Shampoof contains just enough Shampoo Plus Egg for two latherings.

■ Tempo, introduced two years ago as a "revolutionary" hair spray sold in three varieties for dry, normal and oily hair, hasn't been doing so well, despite promotion. So Tempo promotion has been cut back and Curtis' big advertising push in this field is now being carried on for Helene Curtis Spray Net, a strong-selling item that has been on the market since 1947 and that now comes in two forms—Regular for firm control and Super Soft for soft, natural control.

Spray Net vies with Revlon in a close race for leadership in the hair spray field, where the two have roughly half the market.

In the "Consumer Analysis" survey Spray Net ranked No. 1 in 10 out of 21 markets, tied with Revlon. In the ten markets, Spray Net's biggest share of market was 25.1% in Chicago and 24.6% in Omaha, and the lowest was 13.4% in Indianapolis.

■ Curtis moved into a strong competitive position in the deodorant field with the introduction of two formula roll-ons, Pink Stopette and Blue Stopette. Curtis, which also markets Stopette spray deodorant, hopes to claim a larger share of the roll-on market with the jumbo size roll-ons in the two formulas, which it claims is an industry first. Curtis ventured into the roll-on market because Stopette, which was long the No. 1 spray, had dropped far behind in the deodorant market.

In the deodorant field for men, Mennen and Ban were leaders and Stopette ran 10th and 11th in four markets in 1959. Stopette in the women's survey ranked 11th in five markets, considerably behind Arrid, Ban and Avon.

■ During the spring of 1959 the Lentheric division introduced Bain d'Or (Bath of Gold), a line of bath requisites. Curtis said it is the first major fragrance house to enter the bath products market. The initial line includes Bath Oil for dry skin, Moisturizing Lotion for hands and body and Bubbling Bath Oil. Deluxe bath powder and After Bath Freshener were added this summer.

Lentheric promotion this year will include a 75th diamond jubilee of the perfumery, founded in Paris in 1885.

■ The Curtis beauty division recently added a new kind of soft permanent wave, Fancy Free, tested in Curtis laboratories. Other new products include a So French Lentheric luxury permanent, Peaches'n Cream shampoo and Creme Rinse.

Helene Curtis, which has long stressed research and development, reports that expenditures in these areas last year were the largest in the company's history.

■ Most of Curtis' ad budget in 1959 went into television, with participatory network sponsorship on all three networks. In addition to nighttime schedules Curtis for the first time added daytime network sponsorship. They also used an expanded program of spots in key markets during special selling seasons.

Nighttime network tv shows bought by Curtis included "Playhouse 90," "Ellery Queen," "Perry Mason," "Northwest Passage," "Cimmaron City," "Face of Danger," "I Love Lucy," "Five Fingers," "Richard Diamond," "Bourbon Street Beat," "Sugarfoot," "Bronco," "Be Our Guest," and "To Tell the Truth." The daytime Curtis schedule on network tv included "Split Personality," "True Story," "From These Roots," "On the Go," and "Young Dr. Malone."

With the Arthur Godfrey show as a vehicle, Curtis also used some network radio in 1959. Jack Lipson, director of advertising, said 1960 plans will not include expenditures for network radio, however.

■ In print media a good share of Curtis expenditures went to *This Week* and *Parade*, Sunday supplements, women's magazines and fashion books. In addition to consumer advertising Curtis continued a strong trade schedule in 1959. This included ads for all three corporate divisions in leading grocery, drug and professional beauty publications.

Helene Curtis International, S.A. is a wholly owned subsidiary now operating thruout the world. It includes manufacturing licensees and distributors in more than 50 countries. Sales by foreign associates are not included in the company's sales figures. License fees received are reflected in the profits.

In Canada Helene Curtis Ltd. and Lentheric of Canada, both wholly owned subsidiaries, continue their dominant position in the salon and retail fields, paralleling the company's growth in the U.S., Curtis reported.

■ Personnel changes in 1959 included appointment of Jack Lipson to the position of director of advertising. He formerly was advertising manager. William J. McCartney, Edward K. Shukur, and Lynn Boland were named product group supervisors. Newly named product managers were Gerald Silberman, Al Levine, and Allan Rosenberg.

McCann-Erickson and Edward H. Weiss & Co. continue as Helene Curtis agencies. In addition Curtis picked up Campbell-Mithun and Altman-Stoller Advertising in 1959. Gordon Best Co. was dropped as a Curtis agency last September.

Advertising Expenditures

	1959	1958
Newspapers	$ 1,874,654	$1,427,171
Magazines	1,083,817	1,101,814
Business Publications	113,900	99,930
Network Television	1,733,022	2,938,475
Spot Television	1,787,350	752,240
Total Measured	6,592,743	6,319,600
Total Unmeasured	3,407,257	2,680,400
Estimated Total Expenditure	10,000,000	9,000,000

HELENE CURTIS INDUSTRIES

MARKETING PERSONNEL

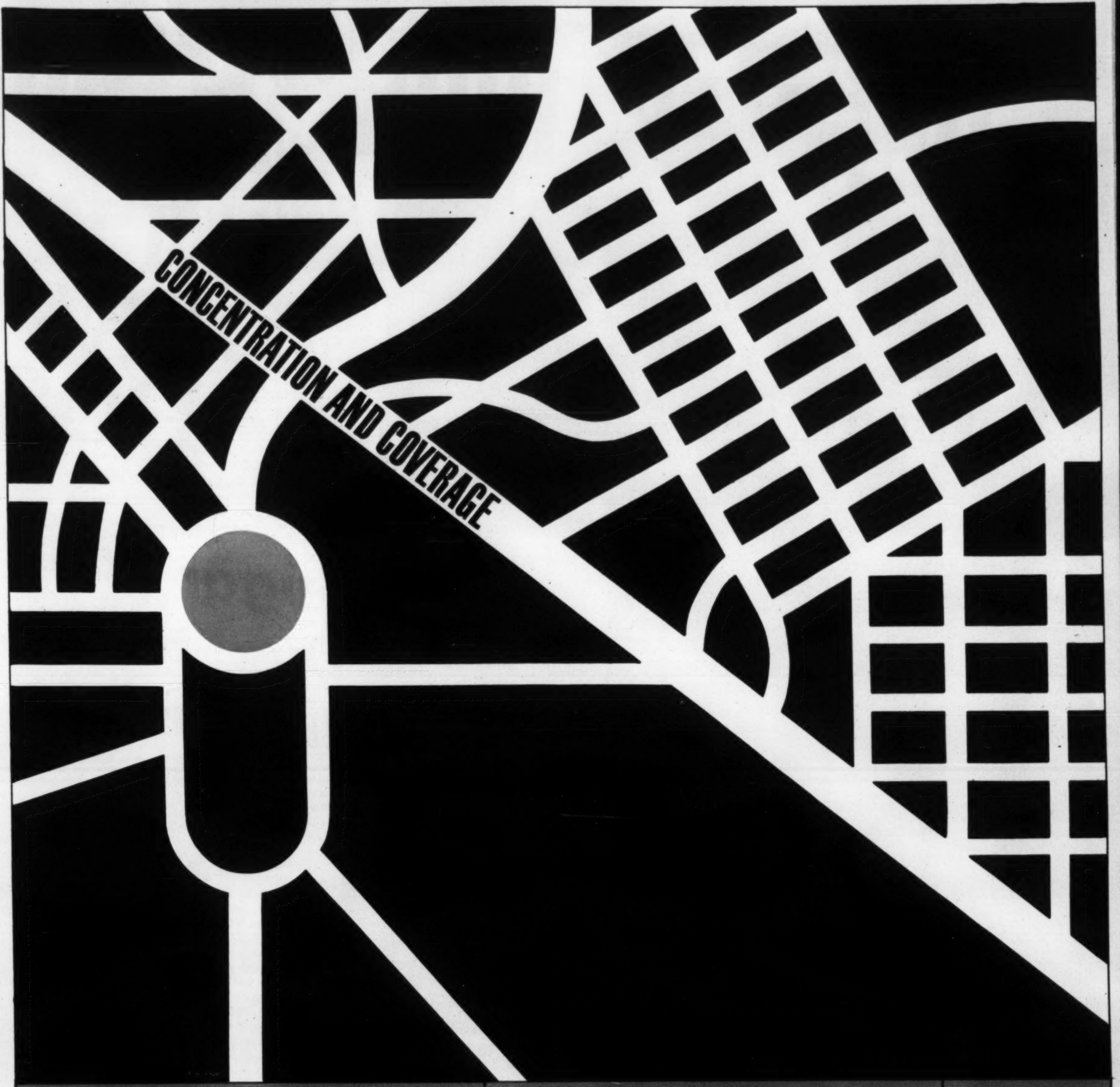
George M. Factor, vp, Products and Lentheric-Kings Men divisions
David H. Kutner, executive assistant
Walter Kaplan and Herbert Rosen, vps, Beauty division

Advertising

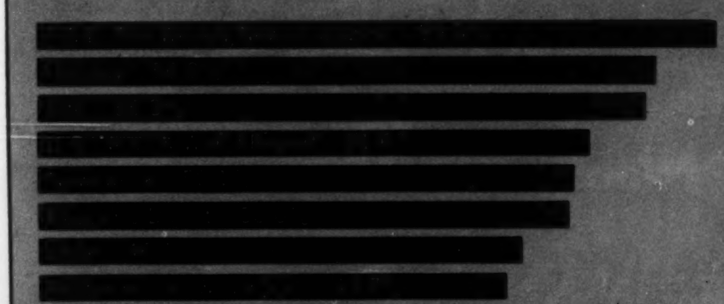
Jack K. Lipson, director of advertising

Promotion and Public Relations

Robert Urban, sales promotion manager, Chicago



URBAN. POPULATION
Circulation concentration in the top 100 counties.



Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • U.S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

IN THE BIG CITY MARKETS

More than half (61.4%) of America's urban population clusters in just 100 of the 3,070 counties in the U.S. **In those top 100 counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** As in every other important marketing category, TIME gives you concentration and coverage where it counts.

THAT'S
TIME

DENVER HIGH IN HON

The Voice of the Rocky Mounta

★★★★ THE
DENV
POS

Denver, Colo.—Climate Capital of

Vol. 69, No. 4

SHRINERS WOW DENVER WITH SPECTACULAR PARADE

Spectators line both curbs of 17th St. at least five deep all the way from Arapahoe St. to Broadway (in foreground) Tuesday as Shriners strut on the return leg of their five-hour parade. Scooter patrol forming circle at 17th and Tremont was only one of many motorized patrols, and the matched horses in foreground were matched again and again.

Post Opera Enjoyed by 125,000

The cast of the 27th annual Denver Post Opera, "The Merry Widow," closed out at Cheesman Park Sunday night before the largest audience of its 8-day run.

The crowd was estimated at about 22,000 by Al Birch, the show's promoter.

Crews Monday went about the job of dismantling the bandstand and removing props. Members of the cast had disbanded and the two principals, Metropolitan Opera's Lois Hunt, and Earl

U.S. CONVENTION

Denver Entertains 30,000 Shriners

By BOB WHEARLEY
Denver Post Staff Writer

Downtown Denver became a mile-high Mecca minus minarets Saturday as 30,000 red-fezzed Shriners poured into the city to kick up their heels in six days of pomp, pageantry and high jinks.

Representing a well-heeled cross section of the American success story, the visitors are expected to spend anywhere from $12 million to $20 million during their six days in Denver.

They're coming here from throughout the nation for what technically the 86th annual

Denver

Sugar Beet
Due to Be
In Past 30

The 1960 Colorado sugar beet crop, estimated at 2,635,000 tons, will be the largest harvest in 30 years, the Colorado Crop and Livestock Reporting Service announced Wednesday.

Growing conditions in most sugar beet areas—South Platte River Valley, Arkansas Valley and Mesa County—have been good, except for small hail damage.

This year's harvest will come from 155,000 acres, compared with the 2,437,000-ton crop in 1959 from 143,000 acres. In 1930 the record of 3,312,000 tons came from 242,000 acers.

Sugar beets are the backbone of the irrigated farming industry. They bring farmers upward of $30 million a year.

The dry bean harvest is expected to be up from the 1.6 million cwt. level of a year ago to nearly 2 million cwt. There are 222,000 acres planted to dry beans this season.

The southwestern Co
bean crop was off to an
lent start because of ad
moisture and favorable v
conditions, the agency
Yields on dry land may
high as 475 pounds p

Sales Tax Take Gains 4½ Pct. During July

Denver sales tax collections are running more than 5 pct. ahead of last year's record rate, but the rate of increase for July was about 4½ pct., Frank K. Southworth, manager of revenue, said Friday.

The city, with its 1 pct. sales tax, collected $3,280,445 during the first seven months of this year, compared with $3,117,360 in the same period last year.

July collections were up to $514,921, compared with $492,970 for July, 1959.

Property tax collection so far this year amounted to

Feder
Top $

A record $1
in federal taxes c
30, according to
Service director

Tax collecti
the first time i
Collections for
$80 million less

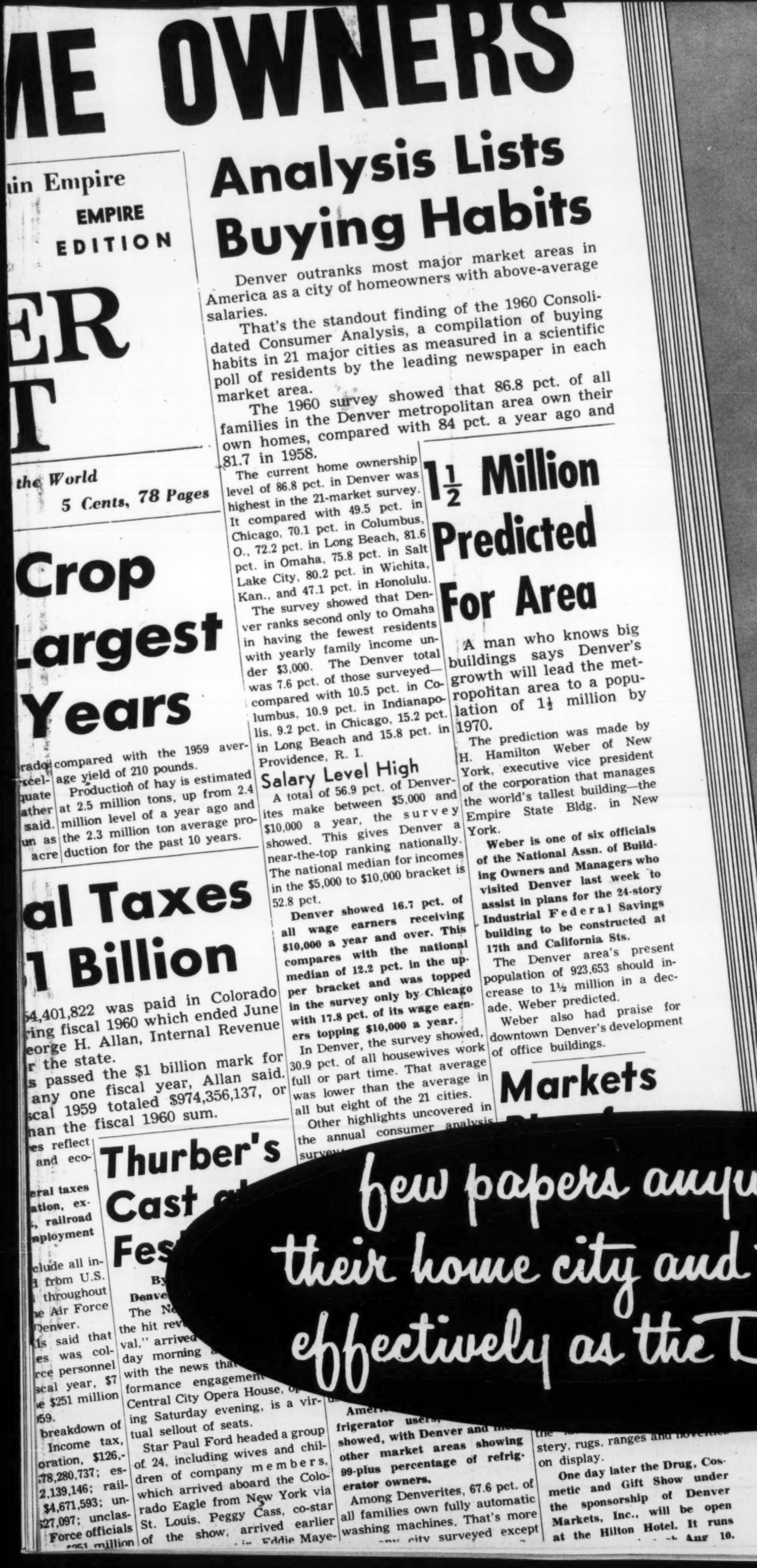
Allan said the fi
continued populati
nomic growth.

Included in the
are income, cor
cise, estate and
retirement and u
levies.

The figures also
come taxes colle
Air Force persor
the world throug
Finance Center

Air Force off
$244,695,735 in
lected from Air
during the last
million less tha
figure for fisca

An approxim
the $1,054,401,
$830,110,110; c
563,498; excis
tate and gift,
road retireme
employment,
sified. $9,641.



ME OWNERS

ain Empire

EMPIRE
EDITION

ER
T

the World
5 Cents, 78 Pages

Analysis Lists Buying Habits

Denver outranks most major market areas in America as a city of homeowners with above-average salaries.

That's the standout finding of the 1960 Consolidated Consumer Analysis, a compilation of buying habits in 21 major cities as measured in a scientific poll of residents by the leading newspaper in each market area.

The 1960 survey showed that 86.8 pct. of all families in the Denver metropolitan area own their own homes, compared with 84 pct. a year ago and 81.7 in 1958.

The current home ownership level of 86.8 pct. in Denver was highest in the 21-market survey. It compared with 49.5 pct. in Chicago, 70.1 pct. in Columbus, O., 72.2 pct. in Long Beach, 81.6 pct. in Omaha, 75.8 pct. in Salt Lake City, 80.2 pct. in Wichita, Kan., and 47.1 pct. in Honolulu.

The survey showed that Denver ranks second only to Omaha in having the fewest residents with yearly family income under $3,000. The Denver total was 7.6 pct. of those surveyed—compared with 10.5 pct. in Columbus, 10.9 pct. in Indianapolis, 9.2 pct. in Chicago, 15.2 pct. in Long Beach and 15.8 pct. in Providence, R. I.

Salary Level High

A total of 56.9 pct. of Denverites make between $5,000 and $10,000 a year, the survey showed. This gives Denver a near-the-top ranking nationally. The national median for incomes in the $5,000 to $10,000 bracket is 52.8 pct.

Denver showed 16.7 pct. of all wage earners receiving $10,000 a year and over. This compares with the national median of 12.2 pct. in the upper bracket and was topped in the survey only by Chicago with 17.8 pct. of its wage earners topping $10,000 a year.

In Denver, the survey showed, 30.9 pct. of all housewives work full or part time. That average was lower than the average in all but eight of the 21 cities.

Other highlights uncovered in the annual consumer analysis survey

Amer

frigerator users, showed, with Denver and other market areas showing 99-plus percentage of refrigerator owners.

Among Denverites, 67.6 pct. of all families own fully automatic washing machines. That's more any city surveyed except

Crop Largest Years

rado
xcel-
quate
ather
said.
un as
acre

compared with the 1959 average yield of 210 pounds.

Production of hay is estimated at 2.5 million tons, up from 2.4 million level of a year ago and the 2.3 million ton average production for the past 10 years.

al Taxes 1 Billion

54,401,822 was paid in Colorado
ring fiscal 1960 which ended June
eorge H. Allan, Internal Revenue
r the state.
s passed the $1 billion mark for
any one fiscal year, Allan said.
scal 1959 totaled $974,356,137, or
han the fiscal 1960 sum.
es reflect
and eco-

eral taxes
ation, ex-
, railroad
nployment

clude all in-
from U.S.
throughout
he Air Force
Denver.
ls said that
es was col-
rce personnel
scal year, $7
e $251 million
59.
breakdown of
Income tax,
oration, $126,-
78,280,737; es-
2,139,146; rail-
$4,671,593; un-
527,097; unclas-
Force officials
$251 million

Thurber's Cast a Fes

By
Denve

The N
the hit rev
val," arrived
day morning
with the news tha
formance engagement
Central City Opera House, o
ing Saturday evening, is a virtual sellout of seats.

Star Paul Ford headed a group of 24, including wives and children of company members, which arrived aboard the Colorado Eagle from New York via St. Louis. Peggy Cass, co-star of the show, arrived earlier in Eddie Maye-

1½ Million Predicted For Area

A man who knows big buildings says Denver's growth will lead the metropolitan area to a population of 1½ million by 1970.

The prediction was made by H. Hamilton Weber of New York, executive vice president of the corporation that manages the world's tallest building—the Empire State Bldg. in New York.

Weber is one of six officials of the National Assn. of Building Owners and Managers who visited Denver last week to assist in plans for the 24-story Industrial Federal Savings building to be constructed at 17th and California Sts.

The Denver area's present population of 923,653 should increase to 1½ million in a decade, Weber predicted.

Weber also had praise for downtown Denver's development of office buildings.

Markets

the
stery, rugs, ranges and novelties on display.

One day later the Drug, Cosmetic and Gift Show under the sponsorship of Denver Markets, Inc., will be open at the Hilton Hotel. It runs Aug. 10.

sell the nation's
3rd fastest growing
major market
through
one of America's
great newspapers

few papers anywhere cover their home city and trade area as effectively as the Denver Post

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

CIRCULATION

Daily	**256,175**
Sunday	**337,654**
Empire Magazine and Comics	**360,009**
A. B. C. Publisher's Statement	*March 31, 1960*

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

Annette Green, publicity director, New York

PRODUCTS DIVISION

MARKETING PERSONNEL

Ray Myerson, general sales manager
Ray Liebler, field sales manager
William McCartney, product group supervisor: Enden, Tender Touch, Spray Net, GayTop, Stopette
Edward Shukur, product group supervisor: Suave, Tempo, Plush, Endac, Wonder rinse, Shampoo Plus Egg, Creme rinse, Lanolin Lotion shampoo, Lanolin Creme shampoo
Al Levine, product manager: GayTop, Stopette
Allan Rosenberg, product manager: Shampoo Plus Egg, Creme rinse, Lanolin lotion shampoo, Lanolin Creme shampoo
Sal Lupo, merchandising co-ordinator

ADVERTISING AGENCIES

Campbell-Mithun, Chicago—Suave, Shampoo Plus Egg—William S. Wheeler, account supervisor; Philip Laven, Currie Brewer, account executives.

McCann-Erickson, Chicago—Spray Net, Plush. John M. Tyson, group supervisor; Austin D'Alton, account supervisor; Edward Schultz, account executive.

Edward H. Weiss & Co., Chicago—Enden, Tempo, Stopette, GayTop, Endac, Wonder rinse, Tender Touch—Bernard J. Gross, account supervisor; Bennet Cooper, Ben Kahn, account executives.

LENTHERIC-KINGS MEN DIVISION

MARKETING PERSONNEL

William Bailey, sales manager
Lynn Boland, product group supervisor, Lentheric, Tweedie
Edward Shukur, product group supervisor, Kings Men
Gerald Silberman, product manager, Kings Men

ADVERTISING AGENCIES

Altman-Stoller Advertising Inc., New York—Lentheric—David R. Altman, account executive.

Edward H. Weiss & Co., Chicago—Kings Men; Bernard J. Gross, account supervisor, and Hal Dickens, account executive.

BEAUTY DIVISION

MARKETING PERSONNEL

Lee Mitchell, sales manager
Arthur Caplin, director of marketing
Charles Cooper, sales promotion manager

ADVERTISING AGENCY

Altman-Stoller Advertising, New York—Martin Landy, account executive, beauty division products.

Distillers Corp.— Seagrams Ltd.

	1959†	1958
Sales	$731,352,933	$704,530,398
Earnings	27,741,474	27,651,113
Advertising	37,000,000*	34,000,000*

†Fiscal year ended July 31, 1959
*Estimated by AA

Distillers Corp.—Seagrams Ltd., Montreal (executive office), and Joseph E. Seagram & Sons, New York (U. S. executive, sales and advertising headquarters), the 15th largest national advertiser, hiked its expenditure about 9% to an estimated $37,000,000 in 1959.

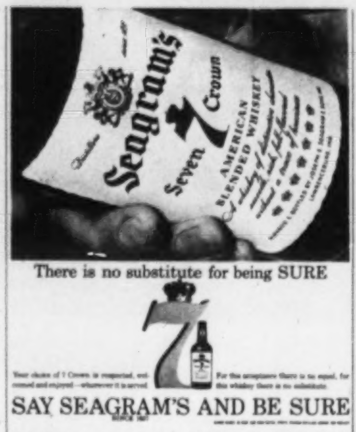
Sales rose nearly 4% and earnings were up slightly in the fiscal year ended July 31, 1959.

The company, largest producer of distilled spirits in the world, operates a distilling import subsidiary as well as subsidiaries in the pharmaceutical and petroleum fields. It has a major investment in the wine business through Paul Masson, wine producer, and Fromm & Sichel, distributor of Christian Bros. wine.

■ Its investments in oil and gas projects in the U. S. in fiscal 1959 increased from $21,853,509 to $22,768,736. Seagram income from sales of oil and gas was reported at $3,186,160.

Under the company's organizational structure, Joseph E. Seagram & Sons is the parent U. S. company which owns the stock of all the sales companies and all the domestic whisky producing companies.

Management of the American business is directed through the executive committee, of which Edgar M. Bronfman, president, is chairman. It includes Victor A. Fischel, president, the House of Seagram Inc., major sales unit; John E. Finneran, exec vp of the House of Seagram; George P. MacGregor, vp for advertising and merchandising, Joseph E. Seagram. Murry Cohen, controller of Joseph E. Seagram & Sons, is committee secretary.


Seagram's Seven 7 Crown
American Blended Whiskey
There is no substitute for being SURE
SAY SEAGRAM'S AND BE SURE

LEADER—*Seagram's 7 Crown blended whisky, most advertised and largest selling U.S. brand, got an estimated $6,000,000 ad push in 1959, up from $5,600,000 in 1958. The parent company, Distillers Corp.-Seagrams Ltd., hiked sales 4% in 1959.*

■ Joseph E. Seagram markets a general line of imported wines and spirits through a subsidiary, Browne-Vintners Co. Its pharmaceutical division is Pharmacraft Laboratories, New York, and Cranbury, N. J. Its oil company is the Frankfort Oil Co., a division of Joseph E. Seagram & Sons.

House of Seagram is the sales company responsible for the sales of brands marketed through the company's five sales divisions. These divisions are: Seagram-Distillers Co., Calvert Distillers Co., Four Roses Distillers Co., General Wine & Spirits Co., and Kessler-Hunter Distillers Co. (Browne Vintners is responsible to Joseph E. Seagram & Sons). Previously, there had been a Hunter Distillers Co. and a Kessler-Gallagher & Burton Distilling Co. These have been consolidated into Kessler-Hunter Distillers.

■ Seagram's 7 Crown blended whisky (handled through the Seagram-Distillers sales division)—perennially the most advertised and largest selling U. S. brand—is estimated to have got a $6,000,000 push last year. In 1958 about $5,600,000 went behind the brand. Last year, newspapers got about $3,500,000 of 7 Crown advertising; while $1,500,000 went into magazines and about $1,000,000 went to outdoor.

Other heavily advertised brands in the Seagram stable include Four Roses, which got an estimated $2,450,000 lift last year, including about $1,200,000 in newspapers, $1,000,100 in magazines and $250,000 in outdoor, and Four Roses Antique, a six-year-old straight Kentucky bourbon, which got an $850,000 lift in newspapers, $450,000 in magazines and $150,000 in outdoor.

■ Seagram's Golden gin is estimated to have put $900,000 into magazines and $650,000 into newspapers; Calvert Reserve, about $2,000,000 in magazines and $1,000,000 in newspapers (a switch from the previous year when about $700,000 went to magazines and $1,800,000 to newspapers); Lord Calvert, about $700,000 in magazines and $600,000 in newspapers (an increase of $400,000 in magazines); Carstairs, about $950,000 in newspapers; Seagram's V. O. Canadian, about $1,100,000 in newspapers and $1,500,000 in magazines; Wolfschmidt vodka, about $90,000 in newspapers and $500,000 in magazines.

In addition, Seagram spent $1,350,000 to advertise its Scotch imports, Chivas Regal and White Horse.

In April, 1959, Joseph E. Seagram & Sons launched a new brand, Old Lewis Hunter Kentucky bourbon (distributed by Kessler-Hunter), with Grey Advertising named as the agency. Later the brand was switched from Grey to Warwick & Legler.

■ There were a number of account changes on the House of Seagram scene in the past year or so. In May, 1959, Calvert said it was naming a new agency to succeed Ogilvy, Benson & Mather, which resigned the Lord Calvert account. In June the business went to Cohen, Dowd & Aleshire—an appointment that revealed that the agency had merged with Dowd, Redfield & Johnstone. Then, in January, 1960, it became known that all Calvert name brands—Reserve, Lord Calvert and Calvert gin—would be moved from Cohen, Dowd & Aleshire to be consolidated in one agency. In February, these went to Benton & Bowles, with Grey Advertising and Cohen the losers. Then in July, Calvert Reserve was moved again, to Sullivan, Stauffer, Colwell & Bayles, and Lord Calvert and Calvert gin were assigned to Compton, effective next Oct. 6.

Last June the House of Seagram switched to Compton Advertising the following brands: Hunter, Carstairs, Paul Jones and Wilson whiskies, and General Wine & Spirits Co.'s Wolfschmidt vodka and Myers rum. The changes—all from Doherty, Clifford, Steers & Shenfield—were to be effective next Sept. 26. Behind the shifts, said George P. MacGregor, new vp of advertising and merchandising for Seagram, was Seagram's long admiration for Compton's research, creative and marketing team.

■ Another flurry of account switching occurred in the first two months of 1960, when Kessler-Hunter named Warwick & Legler to handle Gallagher & Burton whisky, effective April 1. The brand had been with Cohen, Dowd & Aleshire. Then General Wine & Spirits moved Chivas Regal and Chivas Royal Salute Scotch from Lynn Baker Inc. to Young & Rubicam, effective in mid-May. Meanwhile, Pharmacraft Laboratories (previously Pharma-Craft Corp.), billing above $2,000,000, left J. Walter Thompson Co. and Cohen, Dowd & Aleshire. Daniel & Charles got Fresh, Ting and a new product, and Papert, Koenig, Lois Inc. got Coldene cold medicines.

In contrast to this record, Seagram points out that it has a longevity of a quarter-century with two agencies, Young & Rubicam and Warwick & Legler.

■ A year ago this month, Seagram parted with its vp in charge of marketing, Robert Bragarnick, who had come from Revlon in 1957. In his 20 months with Seagram, Mr. Bragarnick introduced a "new look" in company advertising, hired a core of experienced advertising and marketing men, and tried to transplant some marketing methods from other businesses to the liquor field. His departure signaled a change in the reporting pattern of Seagram admen. All those who had checked with Mr. Bragarnick now returned to reporting to the various company presidents.

With Mr. Bragarnick's departure, George P. MacGregor switched from Campbell-Mithun to Joseph E. Seagram & Sons as vp in charge of advertising and merchandising, director of the company and a member of the executive committee.

Last September, the House of Seagram announced consolidation of the Kessler Distiller and Hunter Distillers division into the Kessler-Hunter Distillers Co. Last December, Douglas S. Clark, ad manager of Seagram-Distillers, was named to the new post of assistant vp of Joseph E. Seagram & Sons, with responsibility to Mr. MacGregor for coordination of intercompany advertising activities. Mr. Clark in effect succeeded Charles P. Hirth Jr., who resigned as advertising and merchandising coordinator and moved to Ted Bates & Co. Succeeding Mr. Clark at Seagram-Distillers was Charles H. Weissner Jr., formerly an account exec with Sullivan, Stauffer, Colwell & Bayles.

Another personnel shift, last January, involved John M. Toland, who had been account executive for Lord Calvert at Cohen, Dowd & Aleshire. He moved to Calvert Distillers as director of advertising and sales promotion.

Still another January move was the purchase by Joseph E. Seagram & Sons of Leroux & Co., Philadelphia maker of cordials and liqueurs. Leroux is operated as an independent subsidiary of House of Seagram.

Media expenditures reported by the company differ slightly from those gathered by AA from its usual sources, the various statistical bureaus and associations. For that reason, both sets of figures are presented below.

ADVERTISING EXPENDITURES†

	1959	1958
Newspapers	$11,373,763	$12,099,291
Magazines	11,994,197	9,561,308
Farm Publications	7,650*	5,505
Business Publications	250,000**	590,500
Network Television	503,350	876,022
Spot Television	1,973,510	583,770
Spot Radio	415,000*	——
Outdoor	2,189,167**	2,114,428
Total	28,706,637	25,830,824

* Listed under Pharmacraft expenditures.
**Listed as Seagram expenditures.
† Figures reported by measuring services.

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$12,550,000	$12,099,291
Magazines	11,250,131	9,651,308
Farm Publications	5,450	5,505
Business Publications	650,129	590,500
Network Television	980,050	876,022
Spot Television	670,460	583,770
Spot Radio	415,000**	——
Outdoor	2,245,580	2,114,428
Total Measured	28,766,800	25,830,824
Total Unmeasured	8,233,200	8,169,176
Estimated Total Expenditure	37,000,000	34,000,000

* Figures reported by Seagram.
**Not included by Seagram (invested by Pharmacraft).

DISTILLERS CORP.- SEAGRAMS LTD.

MARKETING PERSONNEL

Samuel Bronfman, president
Allan Bronfman, vp

JOSEPH E. SEAGRAM & SONS

MARKETING PERSONNEL

George P. MacGregor, vp in charge of advertising and merchandising
Edward F. McGinnis, vp in charge of public policy

THE HOUSE OF SEAGRAM INC.

MARKETING PERSONNEL

Public Relations

Harry N. Bulow, vp
Gil Rabin, assistant director

Market Research

Irving Scharf, manager of market research and analysis

SEAGRAM-DISTILLERS CO.

MARKETING PERSONNEL

Sales

Herbert W. Evenson, exec vp
Lionel W. Greer, director of sales planning
Jerome Newman, national sales manager for Seagram's 7 Crown
Benjamin B. Stein, national sales manager for Seagram's V.O.
Kent J. Tagge, national sales manager for Seagram's Golden gin
Eugene Feen, merchandising manager

Advertising

George E. Mosley, vp in charge of advertising and sales promotion
Charles H. Weissner Jr., advertising manager
Edward D. McCabe, national sales promotion manager

Public Relations

Philip Weiner, manager

ADVERTISING AGENCY

Warwick & Legler, New York—Seagram's 7 Crown, Seagram's V.O., Seagram's Golden gin and Seagram's institutional advertising—H. Paul Warwick, management supervisor; John A. Malloy, Fred Baldwin and John F. Welsh, account executives.

CALVERT DISTILLERS CO.

MARKETING PERSONNEL

Sales

Harold S. Lee, exec vp and managing director
Roy I. Flint, general sales manager
Andrew C. Zingale, national sales coordinator
LeRoy Glucksberg, brand manager, Lord Calvert and Canadian Ten

Advertising

John M. Toland, director of advertising and sales promotion
Walter Houghton, advertising manager
Leonard Asher, sales promotion manager

Public Relations

John Brady, manager

ADVERTISING AGENCIES

Compton Advertising, New York—Lord Calvert, Carstairs White Seal and Calvert London Dry gin—Jack Owen, account supervisor; Harvey Volkmar and John Malone, account executives.

Sullivan, Stauffer, Colwell & Bayles, New York—Calvert Reserve—Brown Bolte, account supervisor.

FOUR ROSES DISTILLERS CO.

MARKETING PERSONNEL

Sales

Francis M. Fitzmaurice, exec vp
A. C. Fletcher, vp in charge of national sales for Four Roses whisky
John Harrison, national sales manager for Paul Jones and Wilson whiskies

Advertising

Jack Kaduson, vp in charge of advertising and sales promotion
Bradley Houghton, advertising manager
Mort Mazor, national sales promotion manager

Public Relations

Emil Pavone, manager

ADVERTISING AGENCIES

Young & Rubicam, New York—Four Roses whisky, Four Roses Antique bourbon, Four Roses gin—Eric Schlubach, account executive. James McK. Symington, account supervisor.

Compton Advertising, New York—Paul Jones and Wilson whiskies—Jack Owen, account supervisor; John J. Malone Jr., account executive.

GENERAL WINE & SPIRITS CO.

MARKETING PERSONNEL

Sales

Harry P. Herrfeldt, exec vp
Walter H. Stumpf, national sales manager
Kingsley Bleimeyer, national sales manager for Chivas Regal, Chivas Royal Salute Scotch

Advertising

Jon Sobotka, director of advertising and sales promotion
Daniel J. Mahoney, sales promotion manager

Public Relations

Ruth Zorn, manager

ADVERTISING AGENCIES

Compton Advertising, New York—Myer's Planters' Punch Jamaica rum, Wolfschmidt vodka—Jack Owen, account supervisor; Roger Harrison, account executive.

Young & Rubicam, New York—Chivas Regal Scotch—James McK. Symington, account supervisor; Joseph Devine, account executive.

KESSLER-HUNTER DISTILLERS CO.

MARKETING PERSONNEL

Sales

Jack Wishny, exec vp

Advertising

Murray Koff, director of advertising and sales promotion
Bernard Stolbof, national sales promotion manager

Public Relations

John H. Limpert Jr., representative

ADVERTISING AGENCIES

Warwick & Legler, New York—Kessler Smooth as Silk whisky, Gallagher & Burton whiskies, Old Lewis Hunter Kentucky straight bourbon whisky, Kessler distilled London dry gin—Walter T. Sattler, ac-

NORTH
ATLANTIC

And then came Columbus

There's always somebody around to challenge the cliché; the stereotype; somebody to effect a "breakthrough" into a new area. In advertising – in the creation of ads, in the design of marketing strategy, in the selection of media – these are the characteristics that measure the difference between the routine and the inspired; the "so-so" and the "success."

In addressing this message to advertisers and their agencies, the Metro Sunday Comics Network invites the attention of those who are *not now* considering the use of this medium in their major selling efforts.

One question: How *thoroughly* have you explored the sales potentials within your grasp in this – the largest print audience available today?

Are you aware of these facts:

FACT: More people read Metro Sunday Comics than any other print medium – over 40,000,000. As always, section readership is terrific. (Ask for latest studies.)

FACT: Regular comics readers include more college graduates, more professionals, more adults, more teenagers, more kids than you can reach in any other medium. And you reach them *all at once* for the price of *one* insertion.

FACT: In the income brackets that count – over $4,000; over $7,000; over $10,000–Metro Sunday Newspaper Comics' families rank well *above* U.S. averages.

FACT: During the key "buying years"– 18 to 34 – readership of Sunday Newspaper Comics tops that of all other feature sections.

FACT: People who read Comics become involved in the situations; identify strongly with many of the characters – develop a strong sense of loyalty to the medium. The result: a strong sense of loyalty to the advertisers. (Ask us for the new studies on this.)

FACT: You can get the complete story on Metro Sunday Comics Network by calling MUrray Hill 9-8200 in New York City – or any of our branch offices listed below. (Send for our brand new study on effective audience potential, entitled "2 x 2 = 16 – Or Does It?")

METRO
Sunday
COMICS
Network

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices: 260 Madison Avenue, New York 16, N. Y., MUrray Hill 9-8200 • **Chicago 11,** 1710 Tribune Tower • **Detroit 2,** New Center Building • **Los Angeles 5,** 3460 Wilshire Boulevard • **San Francisco 4,** 155 Montgomery Street count executive.

Sullivan, Stauffer, Colwell & Bayles, New York—Hunter blended whisky, Hunter liqueur—Brown Bolte, account supervisor.

BROWNE VINTNERS CO.

MARKETING PERSONNEL

Sales

Byron G. Tosi, president
Harold Herschfield, vp and national sales manager

Advertising

Irving S. Meisel, advertising and sales promotion manager
Benjamin A. Raubvogel, director of public relations

ADVERTISING AGENCIES

Compton Advertising, New York—White Horse scotch—Jack Owen, account supervisor; Roger Harrison, account executive.

Lawrence C. Gumbinner Advertising, New York—Noilly Prat vermouths, Mumm's champagne, Martell cognac, Brolio Classico chianti, Danish Cherry Kijafa wine, B&G French wines, Nectarose Vin Rose D'Anjou, Cusenier cordials—Robert Lourie, account executive.

PHARMACRAFT LABORATORIES

MARKETING PERSONNEL

Sales

Dr. Edward F. Sheckman, president
Mauri Edwards, vp in charge of sales

Advertising

Leonard V. Colson, vp in charge of advertising

ADVERTISING AGENCIES

Daniel & Charles, New York—Fresh deodorants, Ting—Jerry G. Gordon, account executive.

Papert, Koenig & Lois, New York—Coldene cold medicines—Norman Grulich, account executive.

Drug Research Corp.

	1959	1958
Sales	$13,000,000	$7,000,000
Earnings	1,625,000	875,000
Advertising	6,500,000	3,300,000

(Above figures estimated by AA)

Drug Research Corp., New York, the 94th largest national advertiser last year, was ranked among the top 100 for the first time.

The company is a private corporation and publishes no figures on sales and earnings, but 1959 sales are estimated at about $13,000,000. Drug Research invested an estimated $6,500,000 in advertising, including an investment in tv time estimated by statistical services and associations at slightly more than $5,000,000, but this figure may be a bit high. At any rate, the tv billings were double those of the year before.

Much of Drug Research's unmeasured investment goes into cooperative advertising.

■ John Andre, Drug Research's president, gave a rough indication of sales expectations for 1960 when he said earlier this year that the company expects to do at least $12,000,000 in sales of "tanners" (products for darkening the skin to simulate sun tan), which would be about 45% of its total business. On this basis, total sales for this year would be about $25,000,000. But 1960 sales are down, with a reported drop at the trade level.

A breakdown of sales and earnings came from New York District Attorney Frank Hogan when the company was recently indicted for false and misleading advertising. According to Mr. Hogan, more than half of an $8,000,000 income from the company's weight reducer Regimen pills went for advertising in the first ten months of 1959, plus about $1,500,000 for production and distribution and $500,000 for overhead, leaving a $2,000,000 profit.

The company's official breakdown provided to Advertising Age shows several differences. The company said that $4,500,000 went into advertising, $800,000 into overhead, about $1,600,000 in manufacturing costs and $250,000 for research and development, leaving a profit of about $850,000.

■ The company currently produces Regimen, Man Tan (its largest sales item), Positan, Tan Perfect, Miss Mantan, Insta-Pep and Sustamin 2-12. There is very little advertising now for Insta-Pep and Sustamin.

Regimen was introduced early in 1957, and moved into an introductory $1,500,000 advertising program in May of that year. Each year since then more than $1,000,000 has been invested in advertising Regimen. Last year, the Federal Trade Commission ordered the company to curb its claims about the safety and effectiveness of Regimen. Then last November the DA seized records concerning Regimen at Drug Research's offices and at the offices of its agency, Kastor, Hilton, Chesley, Clifford & Atherton. As a result, the president, the company and the agency will be tried in October under the state's 56-year-old misleading advertising statute. At the arraignment, the assistant district attorney characterized Regimen advertising as "one of the most brazen mass media frauds," and alleged that it was "a fraud in depth."

The agency defended its advertising, pointing out that it was accepted on tv and in newspapers.

■ A new Drug Research product has replaced Regimen as the company's biggest seller. This is Man Tan, now about a year on the market. The company predicts a $7,000,000 sales volume for it this year. About $5,000,000 of the $6,-

WESH-TV
PREFERRED IN
ORLANDO-DAYTONA MARKET

SPREAD YOUR SALES STORY
Family Weekly
What products do you have to sell the Family Weekly market whose FOOD LISTS total $7½ billion?
Family Weekly REACHES THEM—EFFECTIVELY, ECONOMICALLY, IN DEPTH . . . AND IN COLOR!

500,000 total advertising budget for this year was intended for the company's tanning products.

The earliest of the company's tanners were Man Tan, Positan and Tan Perfect, but this year two new products, Miss Mantan and Super Man Tan, were added to the list. Miss Mantan got a reported $1,000,000 send-off which included four-color pages in *Glamour*, *Harper's Bazaar*, *Look*, *Mademoiselle*, *McCall's* and *Vogue*.

The company reported this month that it has been granted a patent covering tanning products which use dihydroxyacetone, the chief ingredient in its tanners.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 415,195	$ 443,028
Magazines	124,825	189,837
Network Television	2,453,349	———
Spot Television	2,742,900	2,144,050
Total Measured	5,736,269	2,776,915
Total Unmeasured	763,731	523,085
Estimated Total Expenditure	6,500,000	3,300,000

MARKETING PERSONNEL

J. T. Andre, president
Tim Andre, vp and director of sales and advertising
Saul Tanner, national sales manager
Michele Mazzocco, director of marketing

Advertising

William McDermitt, assistant ad manager

ADVERTISING AGENCY

Kastor, Hilton, Chesley, Clifford & Atherton, New York—Henry Kahn and Edmund F. Johnstone, management and account supervisors. Man Tan, Positan, Insta-Pep, Sustamin—George Bailey, account executive. Tan Perfect, Miss Mantan, Regimen—George Levine, account executive.

E. I. du Pont de Nemours & Co.

	1959	1958
Sales	$2,114,000,000	$1,829,000,000
Earnings	418,695,610	341,248,869
Advertising	33,178,000	30,009,000

Du Pont, Wilmington, Del., the 17th largest national advertiser, increased its advertising by more than 10% last year. The company's advertising appropriations, previously estimated by ADVERTISING AGE, are now reported by Du Pont as actual expenditures. For 1958, AA had previously estimated an investment of $30,591,000. The actual figure was $30,009,000.

The increase came in an expanded network television budget—both for time and talent. Du Pont probably matched its network television time appropriation with an equal amount—or slightly more—for talent. In addition, the company ran its "largest fall advertising campaign" last year for "Zerex" anti-freeze, and launched the "most powerful" dresswear promotion in its history.

In 1960, Du Pont seemed prepared to continue at an increased rate of advertising spending. In the spring it launched what was termed "the most intensive local promotion in the history of men's wear," and last April it introduced "Telar," an anti-freeze and summer coolant designed to last the life of your car. "Telar" will get a "multi-million dollar promotion," beginning in September.

■ Du Pont sales in 1959, at a record $2,114,000,000, were 8% better than the previous peak of $1,965,000,000 for 1957 and up 16% over 1958.

Du Pont sales in the first half of 1960 rose to a record $1,097,000,000—3% above the 1959 first half. But net income dropped to $202,800,000 from $216,050,691 in the previous first half. The earnings decline was said to reflect growing competition in the chemical field and declining prices.

Du Pont reported that 9% of its total sales—$186,000,000—were made to customers outside the U. S. In 1958, such sales totaled $161,000,000, or 9% of that year's total sales.

Batten, Barton, Durstine & Osborn handled the company's international advertising account until recently. BBDO had set up a liaison office in Zurich to coordinate European advertising. But Du Pont now has Du Pont de Nemours International S.A., a trading subsidiary in Geneva, which handles advertising and promotion itself through various European agencies.

■ Company net sales for the first quarter of 1960 were $535,295,570 as compared with $506,579,311 for the like 1959 period. Net income was $98,921,792, which was a decrease from $101,645,900.

A digest of 1959 Du Pont sales would go like this:

Fibers—"good demand for our products by the textile industry . . . it is expected the demand will continue in 1960." Films—"cellophane continues to be the company's major packaging film. Despite increasing competition . . . continued growth is expected." Plastics—"Sales of plastic resins increased due to improvement in business generally and expansion of markets." Elastomers—"Neoprene is the most important of the elastomers marketed by Du Pont. Domestic and export sales have expanded to such an extent that additional capacity is needed." Metallics—"Sales of titanium met-

to 5,056,928 FAMILIES in 192 top market centers with one ad in...*Family Weekly*

new circulation gains mean greater in-depth coverage where families do:

15.4% of all U. S. Food Store Sales
15.4% of all U. S. Retail Sales
14.6% of all Drug Store Sales

Family Weekly reaches in *total depth* this vital and important segment of America's marketing picture!

FAMILY WEEKLY GOES INTO 5,056,928 HOMES, ON THE WEEK-END, WHEN PEOPLE READ MOST. The week-end is relaxing time in *FAMILY WEEKLY* homes. The time for discussing family purchases, too. The perfect time to sell your product!

FAMILY WEEKLY GIVES YOU 87% COVERAGE IN 192 OTHERWISE UNDER-EXPOSED CITIES . . . THE BIGGEST MARKET YOU CAN BUY IN SUCH DEPTH WITH A SINGLE MEDIUM. In 593 counties where *FAMILY WEEKLY* has 20% or more coverage, *FAMILY WEEKLY* offers an average saturation of 53.1%.

FAMILY WEEKLY DELIVERS HIGH ADVERTISING READERSHIP PER DOLLAR. We can show you the actual figures! These are the UNsaturated markets where people read the ads carefully—and respond to them like mad!

FAMILY WEEKLY MARKETS ARE 192 BIG CITY MARKETS such as Boise, New Haven, Schenectady, Canton, Santa Barbara, Racine, Springfield (Ill.), Trenton, Lancaster . . These are the types of large, prosperous cities *FAMILY WEEKLY* caters to so conscientiously. Large, yes. Yet these cities retain a certain unhurried quality that make them pleasant and profitable places in which to do business.

...WANT THE WHOLE STORY?
Just contact
FAMILY WEEKLY
153 North Michigan Avenue CHICAGO 1
DETROIT 2: SAN FRANCISCO 4:
NEW YORK 22: LOS ANGELES 5:
CLEVELAND 15:

Covering markets that do 15.3% of all U.S. retail sales...

Family Weekly
MAY 1, 1960
In 5,056,928 HOMES
LEONARD S. DAVIDOW, PUBLISHER
PATRICK E. O'ROURKE, ADVERTISING DIRECTOR

200 CARTOONS
$12.50

Magazine cartoonist Glen Bernhardt brings you the best of his cartoons — printed on Kromekote — for less than 7c ea. Use them in offset printing, newspaper ads, stencil duplicators, etc.!

Order Now! Get 10 Cartoons FREE! If not satisfied, return service without obligation and keep 10 bonus cartoons!

BERNHARDT
733 A St., Hayward, Calif.

al remained at a low level, due principally to cutbacks by the military services."

■ Du Pont, with about 1,200 product lines (and an unknown number of individual products), makes about half of its sales in products that were unknown 25 years ago. The company put about $14,500,000 into fundamental research last year in such fields as organic, inorganic and physical chemistry, physics, microbiology, biochemistry and engineering.

About 400 scientists were engaged in fundamental research. Altogether, Du Pont had about 2,300 technically trained people engaged in research and development of new products and new processes for established products, as well as in fundamental research. The cost of all this work came to $90,000,000—a figure that duplicated 1958's expenditure.

■ About 250 persons handle advertising at Du Pont. They are grouped into domestic and export advertising, exhibits and visual aids, motion picture distribution, administration, accounting, office management and personnel. They are concerned with 90 or more separate advertising budgets—each of which is considered by the company's executive committee.

For some time, a company research team has been working on a project aimed at relating Du Pont advertising to profits, with the idea of determining a scientific yardstick for setting advertising budgets. Malcolm A. McNiven, advertising research manager, said recently the project was intended to find out how much to spend on advertising to maximize profits and how advertising should be allocated geographically.

The research thus far has evolved methods of isolating elements in marketing and constructing a model to predict changes in share-of-market. Du Pont hopes ultimately to be able to say that for a product in specified markets, "X dollars of advertising resulted in XY dollars of profit."

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,806,412	$ 1,872,567
Magazines	5,565,963	6,081,370
Farm Publications	289,793	222,701
Business Publications	2,637,000	2,846,000
Network Television	4,684,494	2,671,026
Spot Television	481,250	645,290
Outdoor	296,663	252,052
Total Measured	15,761,575	14,591,006
Total Unmeasured	17,416,425	15,417,994
Estimated Total Expenditure	33,178,000	30,000,000

MARKETING PERSONNEL

Advertising

J. Edward Dean, director of advertising
Edward J. Pechin, assistant director of advertising
C. K. Johnson, advertising manager, elastomer chemicals department
R. C. Sickler, advertising manager, dyes and chemical division
J. E. Sly, advertising manager, Freon products division
E. J. O'Brien, advertising manager, petroleum chemicals division
N. A. Lynn, advertising manager, fabrics and finishes department—fabrics products
J. P. Swan, advertising manager, automotive household and marine specialties
S. C. Wicks, advertising manager, fabrics and finishes department—industrial and refinish products
G. W. Ware, advertising manager, fabrics and finishes department—trade sales
J. S. Swajeski, advertising manager, electrochemicals department
J. B. Dewey, advertising manager, industrial and biochemicals department—biochemicals
R. F. Lynch Jr., advertising manager, industrial and biochemicals department—industrial chemicals
H. Hernandez, advertising manager, export advertising
A. L. Delin, advertising manager, explosives department
W. W. Carty, advertising manager, industrial and biochemicals department—antifreezes
D. C. McSorley, advertising manager, polychemicals department—plastics marketing section: Filaments
B. T. Berry, advertising manager, polychemicals department—marketing section: "Teflow"
J. S. Taylor, advertising manager, polychemicals department—plastics sales section
Max Rosedale, advertising manager, polychemicals department—plastics products
B. C. Robbins, advertising manager, film department—general advertising and promotion
S. P. Blish, advertising manager, film department—industrial sales
J. K. Goundie Jr., advertising manager, film department—packaging sales
Paul P. Porter Jr., advertising manager, photo products department
William C. Skilling, advertising manager, textile fibers department—women's wear
N. J. MacGaffin Jr., advertising manager, textile fibers department—men's wear
W. J. McGlynn, advertising manager, textile fibers department—home furnishings
B. J. Clark Jr., advertising manager, textile fibers department—television
J. B. Gillie, advertising assistant, textile fibers department—industrial and general
Charles E. Crowley, advertising manager, general company television program
J. J. Callahan, advertising and sales promotion manager, Remington Arms Co.

ADVERTISING AGENCIES

N. W. Ayer & Son, Philadelphia—paints sold through retail channels, photographic products (x-ray, motion picture film and allied products, neoprene synthetic rubber and other elastomers, dyes and fine chemicals—Norton Cotterill, account coordinator.

Batten, Barton, Durstine & Osborn, New York—industrial chemicals, fabrics, finishes, agricultural chemicals, pigments, plastics and textile fibers. Also Remington sporting firearms, ammunition, traps and targets, industrial tools, and Peters Cartridge division of Remington Arms Co.—John Elliott Jr., management supervisor.

Charles L. Rumrill Co., Rochester, N. Y.—petroleum chemicals and explosives—Bruce Jones, account supervisor.

Eastern Air Lines Inc.

	1959	1958
Sales	$306,167,286	$254,917,136
Earnings	11,403,071	7,078,062
Advertising	6,106,200	4,797,400

Eastern Air Lines, New York, which dropped from the ranks of the leading 100 national advertisers in 1958, when sales reportedly fell 6% below the previous year's, was back in the listing in 1959 as the nation's 97th largest advertiser.

Eastern's advertising investment, reported by the company at $6,106,200 in 1959, was roughly 20% above the 1958 total—which appeared to match the increase in passenger revenues.

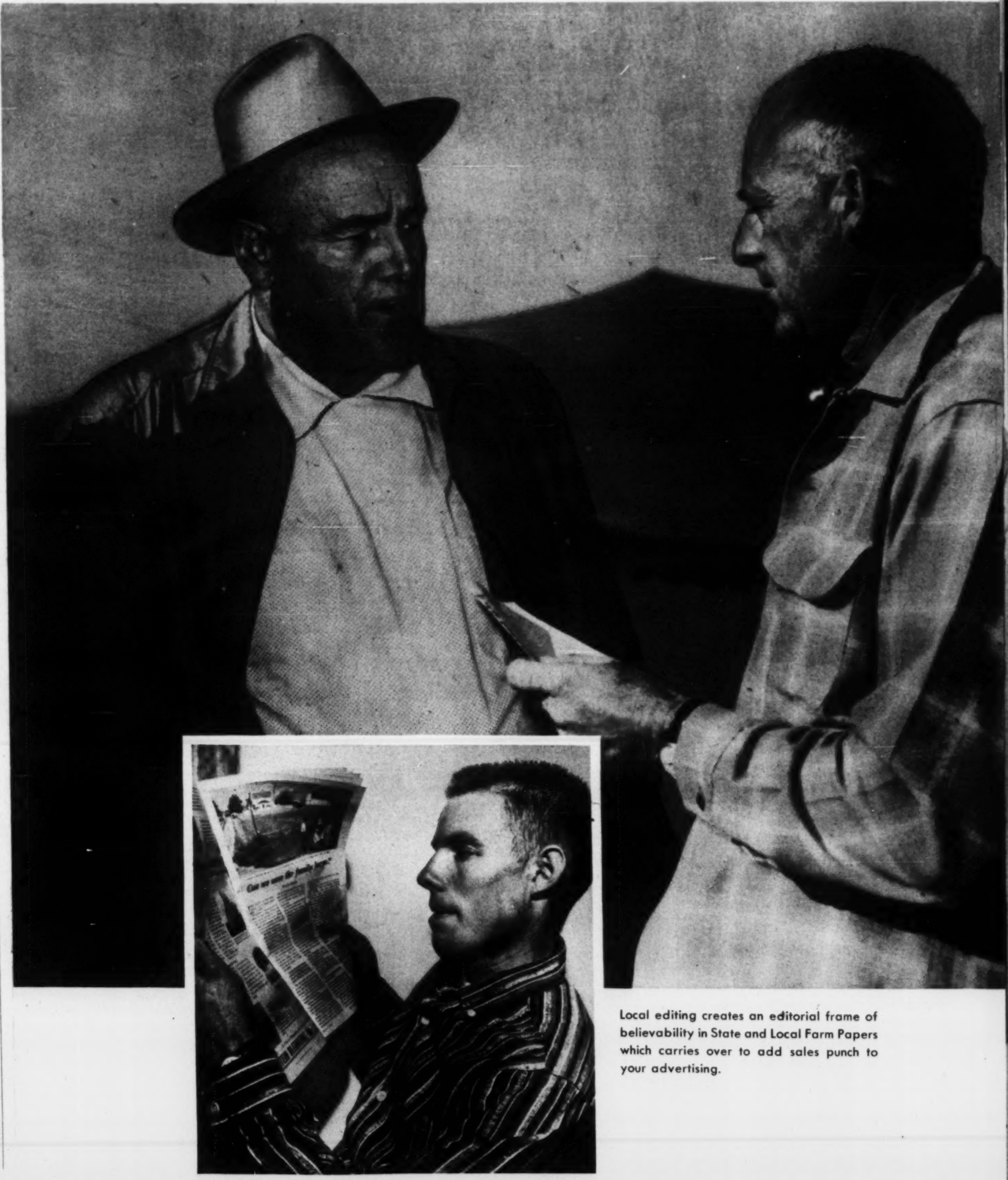
The company reported that the year produced the greatest volume of traffic and the highest total revenues in its 32-year history. Passenger revenues set an all-time high of $284,222,530. Total operating revenue for the year was up an impressive $50,000,000 over the previous year, the 1959 figure standing at $298,307,424.

■ But while a profit was realized on operations for the 25th consecutive year, Eastern felt that earnings were not in fair proportion to its record performance. The company attributed the disproportion primarily to a policy of the Civil Aeronautics Board, which requires multiple competition on routes Eastern serves. Secondly, the company blamed the CAB for continuing to delay "the long overdue upward revision of rates for the industry."

Because of these factors, Eastern placed actual net profits in 1959 at $7,103,071, or $2.24 per share, which is 10¢ below the 1958 earning. But a special credit of $4,300,000, or $1.36 a share was declared, making total earnings per share $3.60.

■ The company's aggressive advertising and sales efforts made for some bumpy conditions in the industry, and Eastern flew into some trouble with its chief competitor, National Air Lines, in what is generally conceded to be the world's most lucrative air route—New York to Miami. A headline-rousing war blew up over advertising methods. In mid-year, Eastern charged that National was engaging in "unfair, deceptive and misleading advertising," and it asked the Civil Aeronautics Board to enter a cease and desist order against National.

National filed counter charges against Eastern. It charged that Eastern's complaint against its ad-



Local editing creates an editorial frame of believability in State and Local Farm Papers which carries over to add sales punch to your advertising.

vertising was "nothing more than a manifestation of schizophrenic logorrhea." Not pulling any punches in the air industry's keenest dog-fight for many years, National added that the "scurrilousness of the complaint is best illustrated by the fact that Eastern deposited the complaint with an attached press release with ADVERTISING AGE, a bible of industry, before it served the complaint on National." And National declared: "Eastern's malicious grandstanding must be stopped."

Eastern's complaint to the CAB specifically charged National with several "inaccuracies" in its advertising. Most related to costs and services on National's flights between New York and Miami. National, in turn, demanded a "full airing of [Eastern's] sly ways of advertising in violation of good taste, as well as of the law."

▪ National alleged that Eastern met National's jet competition by "camouflaging" pictures of jet-prop Electras to make them look like "real jets."

At press time for this report, the CAB had not handed down a ruling in the matter, and an Eastern spokesman told AA that the complaints had not warranted any change in Eastern's advertising policy.

Another competitor, Delta Air Lines, carried the battle into 1960 when it complained to CAB about Eastern's ads for a new jet "DC 8-B aircraft." Delta charged that Eastern "willfully misled the public" by professing that the DC 8-B was a new and superior aircraft, when it essentially was the same as the DC-8. Eastern defended the ads on the ground that the DC 8-B had more powerful engines than Delta's DC-8.

At stake in these disputes was dominance in the area in which 75% of the population and 90% of the nation's industrial activity are located. Eastern has 18,731 miles of .routes forming the basic network of air transportation linking 128 communities in 27 states, Canada, the District of Columbia, Bermuda, Puerto Rico and Mexico.

▪ Eastern appeared in public hearings in the "southern transcontinental route case" ending in October, 1959. Eastern's president, Malcolm A. MacIntyre, and chairman Eddie Rickenbacker regard the outcome of the case as of "incalculable importance" to the company. In a previous trial, the examiner recommended that Eastern be awarded the right to provide the one-carrier coast-to-coast service for the South, but the CAB overruled the decision. The new recommendation is expected before the end of the year.

Mr. MacIntyre and Mr. Rickenbacker reported to the annual meeting this year that Eastern had the best claim. They said: "By every rule of measurement laid down by the CAB, your company is better qualified and equipped to provide a greater public service than is any other applicant. In their briefs to the examiner, 25 of the intervenor cities have urged the award of the route to your company."

During 1959, Eastern inaugurated a new route between Chicago and Charlotte, Greensboro/-High Point and Raleigh/Durham. Service at Cincinnati was inaugurated in February 1960, and the authorized route extension to Milwaukee, Minneapolis and St. Paul opened on April 24.

Eastern's applications for extension of its routes to Buffalo and Toronto, and between Houston, Dallas and Fort Worth are pending before the CAB.

▪ The "keystone in the arch of competitive superiority" which Eastern claims over its competitors is quality of service, and the company has introduced many innovations, among them a management program. Modern facilities, such as the new passenger terminal at Idlewild, New York, to accommodate 5,000,000 passengers a year, and at Miami and New Orleans, are high on the list of customer-drawing services. Other innovations include an electronic reservations system in New York capable of split-second allocation of seats; the use of closed-circuit tv to provide the public with constant flight information; and a system of "Flite-Cheks" by which volume users of Eastern's services may do their own ticketing.

FLYING FREIGHTER—*One of five all-cargo aircraft placed in service this summer by Eastern Air Lines to provide over-night service between cities in North and South, this Super-C Constellation gets fast loading via lift truck. Eastern's advertising investment rose 20% in 1959 over 1958.*

As part of its $442,000,000 fleet expansion program, scheduled for completion by 1961, Eastern introduced the first of its prop-jet Electras in January, 1959. The entire fleet of 40 Electras, claimed to be the fastest and most efficient of the new turbine-and-propeller airliners, is now in regular operation.

The Electras were designed especially to provide the advantages of jet power for Eastern's intermediate-range intercity schedules. They offer 400-plus mph speed, and their ability to operate from any airport on the system "indicates a profitable future." The Electras were temporarily suspect after several crashes in the U. S. Having the biggest fleet of Electras in the country, Eastern was reportedly faced with a 10% falloff in ticket sales, but the airline countered the fears with some typically effective advertising, using full-page copy proclaiming, "Fly with confidence . . . No extra fare."

A year after the first of the Electras, Eastern inaugurated a 2¼-hour service on the New York-Miami route last January 1960 with the first of its new Douglas DC 8-B straight-jet airliners. In February a similarly fast service was introduced on the Chicago-Miami route. The company subsequently added these jets on routes New York-New Orleans, New York-Houston, New York-San

Frame your ads in believability with STATE and LOCAL FARM PAPERS

Spark powerful sales action with reader confidence, acceptance

When you put your ads in a frame of believability, you can reap fast sales action. Because your ad must be believed before a prospect will act, State and Local Farm Papers are your best media buy.

Local editing has created this editorial frame of believability for you. Over one hundred fifty editors make thousands of local calls and travel over a million miles a year to produce pictures and articles from the local point of view. Without doubt, this attention to local detail can be made to pay off for you. Readership on ads, for instance, has hit 89%. Editorial matter readership often goes even higher.

Surveys supply further proof. Time after time, they reveal that State and Local Farm Papers rank first in farmer loyalty, confidence, readership, acceptance, and trust. This is a measure of believability.

Keep your prospects reading and believing . . . give your ads every opportunity to spark fast, powerful sales action. Put them in a frame of believability . . . in State and Local Farm Papers.

Find out more about the rich farm market . . . Explore the great potential it offers.
Write for booklet—"Farmland USA." State and Local Farm Papers, Room 1600,
28 East Jackson Boulevard, Chicago 4, Illinois.

FIRST WITH FARM FAMILIES
STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer Ranchman
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer-Stockman
Florida Grower & Rancher
Idaho Farmer
Kansas Farmer
Michigan Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Rural New Yorker
Southern Planter
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

Creating
QUALITY
Facsimile
Color Plates
with latest
Control
Methods

SEIDEL-FARRIS-CLARK INC.
Engravers
Toledo, Ohio
Box 955

1st in
Delaware
Valley
clothing
purchases
per family

TRENTON TOPS THE DELAWARE VALLEY

Natty dressers, these Trenton folk. Survey of Buying Power statistics demonstrate they spend more per family on clothing (*and* food *and* furniture *and* cars) than the citizens of any other DelVal city.

AND THE "TIMES" IS TOPS IN TRENTON!

The Trenton Times is the dominant newspaper of its market. That means it reaches 73% of metropolitan area households, 96% of city zone. Beats the Trenton coverage of Philadelphia papers nearly 10 times over.

TRENTON TIMES

Represented by SAWYER-FERGUSON-WALKER CO.

Juan, Puerto Rico, New York-Tampa, and New York-Bermuda.

■ Eastern's annual report for 1959 claims that the "DC-8B is the first to be equipped with the much more powerful 16,800-lb. thrust J-75 engines which eliminate the costly water-injection system required to give earlier model jets needed takeoff power. The 35% greater thrust permits use of shorter runways, provides faster climb and 40 to 50 mph faster cruising speeds. A further and particularly important advantage is the DC 8-B ability to carry full loads under runway temperature conditions which restrict competitive earlier model jets."

As of Dec. 31, 1959, Eastern owned and operated a fleet of 221 aircraft. In addition, a fleet of seven 102-passenger aircraft was operated under long-term leases.

To provide for what the company called "the high order of executive specialization" required in the change to jet power, executive responsibilities were realigned. An executive committee of the board of directors was created, under Eddie Rickenbacker, for policy and planning. Malcolm A. MacIntyre, recently resigned as Under Secretary of the Air Force, was elected president and chief executive officer. Thomas F. Armstrong was named to the new position of exec vp—finance. Robert L. Turner was elected head of a new department for customer services, and Maurice Lethbridge was promoted to vp in charge of schedules and planning, a new department.

Eastern's advertising expenditures, as reported by the company, differ only slightly from those reported by the various associations and statistical bureaus. But since there are slight differences, both sets of figures are reported below:

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$4,294,856	$3,635,321
Spot Television	246,360	225,660
Spot Radio	1,500,000	———
Total Measured	6,041,216	3,860,981
Total Unmeasured	170,000	233,000
Estimated Total Expenditure	6,211,216	4,093,981

*Newspaper, tv and radio totals reported by the American Newspaper Publishers Assn.'s Bureau of Advertising, the Television Bureau of Advertising and Radio Advertising Bureau.

ADVERTISING EXPENDITURES**

	1959	1958
Newspapers (including supplements)	$4,157,108	$3,696,203
Magazines	37,769	76,390
Spot Television	231,620	213,033
Spot Radio	1,507,492	567,573
Outdoor	2,220	2,220
Other	170,000	233,000
Total Expenditure	6,106,200	4,797,400

**Reported by Eastern Airlines

MARKETING PERSONNEL

Sales

Maurice Lethbridge, vp in charge of schedules and planning
William L. Morrisette Jr., sales vp
Maurice B. Westphal, ass't vp and general sales manager
Trond Sundem, ass't vp and travel agency sales manager
E. M. Van Duzer, sales promotion manager
Charles Glover, ass't vp and interline sales manager
Stratford Rice, airmail and parcel post sales manager
William Reid, manager of religious and school travel
James E. Reinke, ass't vp, northern division sales manager, New York
Marvin O. Byrd, ass't vp, Atlantic division sales manager, New York
H. W. Cutshall, ass't vp and midwestern division sales manager, Chicago
Albert F. Tirrel, ass't vp, New England division sales manager, Boston
Daniel L. Sinkler, ass't vp, southern division sales manager, Atlanta
J. Hoffman, ass't vp, Gulf division sales manager, Houston
Edwin L. Williams, assistant vp, Florida division sales manager, Miami
Herbert C. Dobbs, assistant vp, Latin American division sales manager, Miami
Ed Skinner, manager cargo sales

Advertising

William Van Duzen, vp in charge of advertising and public relations
Beverly Griffith, ass't vp and manager of public relations

ADVERTISING AGENCY

Fletcher Richards, Calkins & Holden, New York—all services—Bradley A. Walker, account supervisor; John A. Hamm, account executive.

Eastman Kodak Co.

	1959	1958
Sales	$914,100,436	$828,801,269
Earnings	124,680,064	98,912,039
Advertising	33,000,000*	30,000,000*

*Estimated by AA

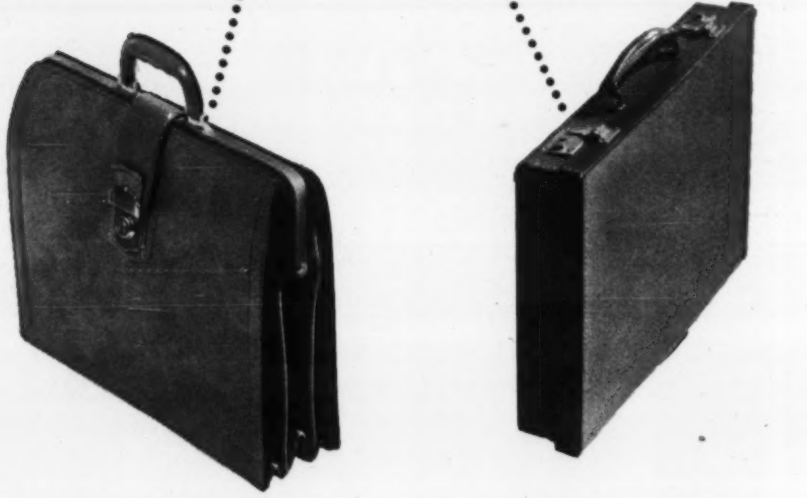
Eastman Kodak Co., Rochester, N. Y., the nation's 18th largest advertiser, increased its advertising 9% to an estimated $33,000,000 in 1959. The increase went primarily into newspapers, magazines, business publications and unmeasured media.

Sales and earnings rose to new highs in 1959. The sales increase was 10% while net earnings spurted ahead 26%.

Similar success came for Ko-

This new National Yellow Pages Service gets us any combination of over 4000 directories across the country—with just one contract!

TELL ME MORE!



Media Dir.: More? Well, now we can buy exactly the right Yellow Pages directories to fit our clients' local marketing patterns.

Acct.Exec.: No waste?

Media Dir.: Nope. And the Yellow Pages people will help us determine directory coverage by markets. They'll furnish us with all the marketing data we need.

Acct.Exec.: You said just *one* contract?

Media Dir.: Right. Covers any and all directories we buy. Just one monthly bill, too.

Acct.Exec.: But what about the different competitive problems we have in our various markets?

Media Dir.: NYPS solves them — 'cause we can vary our space sizes and our message to meet competition.

Acct.Exec.: Okay, but can we really *sell* in the Yellow Pages?

Media Dir.: *Positively.* Tie right in with our national campaign. And of course we'd be getting to people when they're *ready* to *buy.*

Acct.Exec.: Good. Let's see a plan on it.

Media Dir.: They're typing it up right now!

NEW NATIONAL YELLOW PAGES SERVICE

ONE CONTACT / ONE CONTRACT / ONE MONTHLY BILL

Profile of 25 largest retail
advertisers in Washington, D. C.

a 3-newspaper market

AN IMPRESSIVE **48%** OF TOTAL LINAGE OR

1,326,800 lines more in The Washington Star

THAN IN THE POST-TIMES HERALD FOR FIRST 6 MONTHS, 1960

We believe every media executive will appreciate the full implication of these figures. Certainly no one will dispute that the 25 largest retail advertisers in the Metropolitan Washington area are in the best position to judge the relative pulling-power of the three Washington newspapers. They know from long experience which newspaper reaches the families that mean most to them in terms of immediate sales. So they make The Star their first choice by an impressive margin. The Star is the newspaper that will give *your* advertising in the vastly important Washington, D. C., market the *Extra Selling Thrust* that means business.

THE WASHINGTON STAR WASHINGTON, D.C.

Member of MILLION MARKET NEWSPAPERS, INC.

New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit: New Center Building
Los Angeles: 3540 Wilshire Boulevard • San Francisco: 111 Sutter Street
Special Florida Representatives: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Avenue, Miami Beach, Florida

dak's associate companies outside the U.S. Their sales of $252,504,000 were up 9% from $231,052,000 in 1958, while earnings rose 44% to $26,500,000 from $18,400,000.

Sales and earnings for the 24-week period ended June 12, 1960, set a record for any first 24 weeks. Sales were $417,221,947, up 4% from $400,786,235 for the comparable period last year. Compared with the same periods last year, sales advanced 3% in the first quarter and 5% in the second. Net earnings in the 24 weeks were $54,958,850, up 4% from the $52,720,909 the first 24 weeks of last year.

■ This 80-year-old pioneer of photography continues to be the foremost producer of photographic apparatus and supplies, and these products account for approximately two-thirds of company sales. It has been estimated that Kodak still maintains at least 75% of the photographic market, excluding film—and probably between 80% or 90% of the film market, despite growing competition from U. S., German and Japanese companies.

The company also continues to be a leading factor in the manufacture of man-made fibers and plastics, including acetate, acrylic and polyester fibers and acetate and butyrate, propionate, polyethylene and polypropylene plastics.

Sales in 1959 were divided as follows:

Commercial and professional (films, papers, plates and equipment for medicine, industry, photofinishing, science, etc.) accounted for 29% of 1959 sales, the same as last year. Amateur photographic products, including films, cameras, projectors, photo aids, color processing service, etc., accounted for 28%, compared with 29% in 1958.

Fibers and plastics, including man-made fibers, plastics, acetate sheeting, etc., accounted for 19%, up from 18% in 1958. Chemicals, including photographic, industrial and organic chemicals, accounted for 9%, up from 8% in 1958. Professional motion picture film rang up 8% of 1959 sales, compared with 9% the year before. Special military products, such as missile parts, research and development, accounted for 4% both in '59 and '58. Miscellaneous (vitamin concentrates, monoglycerides, etc.) remained at 3% both years.

■ A company that is continually turning out new products, Eastman introduced "an unusually large number" in 1959. In one area alone, amateur photo equipment, there were more than 25 new items. A number of faster color films were launched, along with new forms of Eastman yarns, chemicals, vitamin concentrates, etc.

The Ektalith method for reproducing documents in quantities of 10 to 1,000 or more was an important innovation. In September, production began on Tenite polypropylene plastic for uses, ranging from housewares, hospital and laboratory ware to pipes for carrying chemicals.

■ New products introduced so far this year include a new, exceptionally tough polyester Estar film base to be used in graphic arts films. An improved 16mm tv projector provides images which approximate the quality obtainable from 35mm films used in network productions.

In the 8mm home movie field, the company introduced the Kodak Sound 8 projector and a new service whereby Kodak will add magnetic sound striping to both old and new 8mm movies.

Other new photo equipment items include the Brownie 8 movie camera, f/2.7, at $24.50, the lowest priced 8mm movie camera Kodak has ever offered; an inexpensive 8mm movie projector which features automatic film threading; a low-priced Brownie still camera with built-in light meter; two Brownie still cameras with built-in flashholders for use with the tiny AG-1 bulbs; and an electronic programmer which will synchronize a magnetic tape recording with slide-change signals for the Kodak Cavalcade projector.

Also introduced were an improved Tri-X Pan film and Kodak Microdol-X developer, an improved chemical for developing b&w negatives.

High-density polyethylene was added to Eastman's line of plastics, which has consisted of low- and medium-density polyethylenes heretofore.

■ In 1959, the company stepped up its use of newspapers and magazines. In mid-June, in its annual effort to make June second only to December as a camera selling month, the company staged a five-day tv push. The intensive short-term campaign included Kodak's three regular tv shows, "Ed Sullivan," and "I Love Lucy" (both CBS) and "Adventures of Ozzie & Harriet" (ABC-TV), plus a 90-minute Disney spectacular on ABC and the NBC telecast of the U. S. open golf championship. The Disney feature introduced new automatic cameras and projectors; the golf tourney promoted apparel made with Kodel polyester fiber, as well as cameras, etc.

Promotional programs back up all of Eastman's diverse product lines. For example, 1959 advertising for professional, commercial, industrial and scientific photo products alone consisted of 37 campaigns with 390 separate ads appearing in 294 magazines.

Highlight of Kodak's 1960 advertising so far has been the "Kodak 1960 Camera Parade" appearing in hundreds of newspapers and a long list of magazines and on two tv shows: "Ed Sullivan" and the "Adventures of Ozzie & Harriet." Part of the campaign features the "picture idea of the week."

As in the past, the company is also distributing free to dealers, a wide selection of elaborate displays and merchandising aids. Ad mat assortments are also available not only to dealers but to ad agencies serving retail photographic stores and to newspaper ad managers.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,965,392	$ 872,952
Magazines	5,076,217	4,138,707
Farm Publications	2,043	———
Business Publications	1,650,000	1,500,000
Network Television	5,660,265	5,937,361
Spot Television	107,470	257,520
Total Measured	14,461,387	12,706,540
Total Unmeasured	18,538,613	17,293,460
Estimated Total Expenditure	33,000,000	30,000,000

CAMERA PARADE—*Eastman Kodak, with an estimated 75% of photographic market, excluding film, and 80% or 90% of film market, is consistent user of elaborate point-of-purchase pieces. Company distributed free to its dealers last spring this parade display which "has everything but the band," carries out Kodak's national ad theme, "Kodak 1960 Camera Parade," and includes drum-styled pedestals for camera display.*

EASTMAN KODAK CO.

All in Rochester, N. Y.

MARKETING PERSONNEL

James E. McGhee, vp in charge of U. S. sales and advertising

Gerald B. Zornow, vp and member of management staff

E. P. Curtis, vp in charge of professional motion picture film sales and foreign sales and advertising

Sales

T. F. Pevear, vp and director of sales administration

C. L. Resler, sales director, apparatus and optical division

Wylie Robson, assistant director of sales administration

Public Relations

T. F. Robertson, director of public relations

Advertising

W. B. Potter, vp and director of advertising

J. R. Allendorf, director of sales promotion

A. D. Johnson, advertising manager

E. L. Grauel, assistant advertising manager

R. W. Brown, assistant advertising manager

D. M. Lewis, assistant director sales promotion

ADVERTISING AGENCIES

Charles Rumrill Co., Rochester, N. Y.—industrial and trade plus some general picture-taking advertising—John Heffron, account executive.

J. Walter Thompson Co., New York—general picture-taking advertising, tv, plus some industrial and technical—Rudyard McKee, account supervisor; William Moore, account executive.

EASTMAN CHEMICAL PRODUCTS

MARKETING PERSONNEL

All in Kingsport, Tenn.

Sales

J. E. Magoffin, vp

John H. Sanders, sales manager, chemicals division

E. C. Cathcart, sales manager, plastics division

J. R. Sherrill, sales manager, textiles

Advertising

All in New York, N. Y.

A. H. Griffin, director of merchandising

Bruce Roberts, apparel merchandising and fibers advertising manager

D. C. Guthrie, advertising manager, plastics

R. R. Moore, advertising manager, chemicals

ADVERTISING AGENCIES

Fred Wittner Co., New York—industrial chemicals and Tenite plastics, Charles Kopf, account supervisor.

Doherty, Clifford, Steers & Shenfield, New York—textile fibers—Richard Carens, account supervisor; John Benoze, account executive.

RECORDAK CORP.

All in New York

MARKETING PERSONNEL

Sales

George C. McMahon, vp, bank sales

W. E. Townsend, federal government sales

Frank L. Hilton Jr., vp, commercial sales

Van B. Phillips, vp in charge of sales and advertising

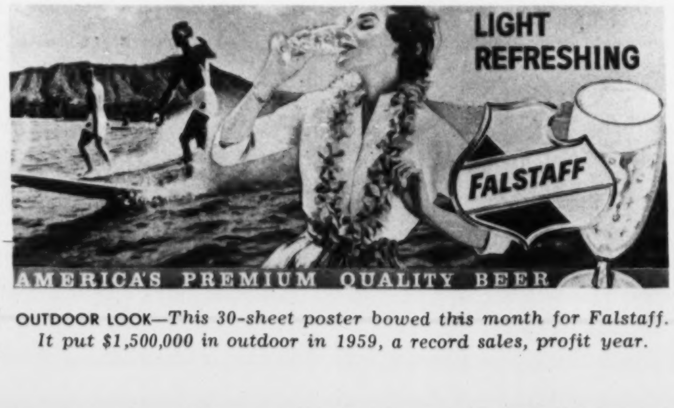
Advertising

Perry Cabot, director of advertising

Raymond Beckwith, assistant director of advertising

ADVERTISING AGENCY

J. Walter Thompson Co., New York—all products—Emmett Shelley, account representative.



OUTDOOR LOOK—*This 30-sheet poster bowed this month for Falstaff. It put $1,500,000 in outdoor in 1959, a record sales, profit year.*

Falstaff Brewing Corp.

	1959	1958
Sales	$154,083,666	$142,593,421
Earnings	5,396,781	4,263,255
Advertising	10,700,000*	10,700,000*

*Estimated by AA

Falstaff Brewing Corp., St. Louis, the 73rd largest national advertiser, invested an estimated $10,700,000 in advertising in 1959, best year in the company's history.

In 1960 the advertising investment will continue the Falstaff trend of recent years—about the same or up slightly over the previous year.

Earnings rose 27% to a record $5,396,781 in 1959, on record gross sales of $154,083,666, which were up 8.1% over 1958. The upward trend continued in the first half of 1960 as earnings hit $2,991,301, up 15% from $2,606,477 in the first half. Gross sales were $78,277,132, up from $74,333,068 in the 1959 first half.

■ Falstaff maintained its position as the nation's third largest brewer in 1959, gaining on second-place Schlitz, which slipped a little in volume. Falstaff sold 4,747,975 bbls., up from 4,501,933 bbls. in 1958, as its share of the market held even at 5.5%, behind first-place Anheuser-Busch's 9.2% and Schlitz's 6.7%.

Falstaff has won the No. 3 position nationally while limiting its sales to about half the nation's states (28 at the moment). Three states were added to the sales area in the past year with the opening of new markets in North and South Carolina and the granting of statehood to Hawaii (a Falstaff civilian market since 1954).

The company has expanded considerably in the past several years, buying and enlarging small and medium-size breweries in various areas—meanwhile rising from fifth place nationally in 1954 to fourth in 1955 and third in 1957. The company now has eight plants.

■ Like other leading brewers, Falstaff has increased capacity in preparation for an expected sharp increase in the beer-drinking adult population as the postwar baby crop comes of age in the next decade. In the company's annual report, President Joseph Griesedieck added:

"Also, we have for several years been aware of the fact that Falstaff's business has been built primarily in an area where less than two-fifths of the people in the United States reside. Consequently, we have felt that to further protect our stockholders we should begin to get into the more populous areas.

"True, these areas are more competitive, but they represent a great potential for the future. The expected population growth in the Southwest, the Far West and the Florida markets have had an influence on our expansion there."

■ Although the company did not open any major new markets in 1959, Mr. Griesedieck said it did "expand a bit in the Georgia and Carolina area, and we consolidated many of the new markets that were opened in 1957 and 1958. This is particularly true of our Great Lakes division, where we are now beginning to do a fairly substantial job in Indiana."

He said sales are building up in the Indiana-Michigan border area and expanded distribution in adjacent areas can be expected soon.

■ Falstaff expansion policy has been to buy existing breweries (it has never built a new one). Mr. Griesedieck explained:

"Take for example the Griesedieck Brothers plant acquisition in St. Louis. Basic cost, plus rehabilitation and modernization brought our total costs for that plant to about $6 a barrel of annual capacity. At the same time, our competitors in Florida and California were building new breweries at a reported cost of about $30 a barrel." [Anheuser-Busch and Schlitz completed new plants in Florida in 1959.]

He added that the company can move into production faster in an existing facility, with little interruption at times of expansion.

But Falstaff may soon make an exception to that policy. It recently acquired property near Los Angeles, and is studying plans for construction of a new brewery there. Meanwhile, the company is expanding and modernizing its Galveston plant, and will double its capacity by late 1961.

■ Television takes the biggest share of Falstaff's ad dollars, with spot tv taking 34.5% of measured expenditures and network tv 26%. Outdoor gets 24%, spot radio 11.5% and newspapers 3.5%.

To reach the beer-drinking male audience, Falstaff leans heavily on sports shows, including CBS-TV baseball "Game-of-the-Week" on Saturdays and Sundays on 110 stations in the sales area, plus professional football on seven widespread regional networks, providing 39 continuous weeks of programming. The brewer has 1960 radio-tv contracts with the St. Louis Football Cardinals, the Dallas Cowboys and the Detroit Lions. Other tv contracts are with the Chicago Bears, Washington Redskins, San Francisco 49ers and the Los Angeles Rams.

Falstaff also sponsors "First-Run Theatre" (feature movies). In 1959 "State Trooper," starring Rod Cameron, was used, and it is being replaced in 1960 by a new Cameron vehicle, "Coronado 9," with a 39-week schedule.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 220,759	$ 237,341
Magazines	33,444	———
Network Television	1,634,569	969,879
Spot Television	*2,174,600	2,356,450
Spot Radio	730,000	720,000
Outdoor	1,523,636	1,730,000
Total Measured	6,317,008	6,013,670
Total Unmeasured	4,382,992	4,686,300
Estimated Total Expenditure	10,700,000	10,700,000

*Includes $113,230 for distributors.

AUDITED PAID
ABC
CIRCULATION

What the

Audit

Bureau of

Circulations

statement means to you

How do you measure the advertising worth of a publication? One rule of thumb could be: how many people receive it.

But we believe that the true measure of a publication's worth is the number of people who *want to read it*. We think this is the only accurate way to put a finger on the *active* buying influences in any market.

That's why both the quantity and quality of McGraw-Hill subscribers are documented by paid transactions certified by the Audit Bureau of Circulations.

This accuracy isn't meant to sharpen the eyes of our bookkeepers. It's meant to sharpen the aim and talents of our editors. They must keep their publications worth paying for, worth reading, worth your advertising dollar.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., N. Y. 36, N. Y.

Every McGraw-Hill Publication is a member of the Audit Bureau of Circulations

MARKETING PERSONNEL

Karl K. Vollmer, vp and director of marketing
Leo Harrison, administrative assistant to the director of marketing
Willard Evans, director of marketing research
J. V. Fort, director of marketing training
Russell Smith, sales promotion director
Norman Thomas, new market areas

Sales

Bruce Wightman, general sales manager
Robert Thibaut, administrative assistant to the general sales manager
Charles Dependahl, sales manager, region No. 1
Paul Whelehon, sales manager, region No. 2
W. Coy Vinson, sales manager, region No. 3
Edmund J. Hummer, manager, branch sales operations
R. H. Ottmer, military sales manager

Division Sales Managers

Harvey Eckley, Central
Kenneth Ploss, Midwest
Jack Dodson, Southern
John Boudreaux, Southwest
Frank Crimmins, Northern California
Harry Schake, Great Lakes
Monte Merkel, Southern California
Shirmer Mueller, Mountain

Advertising

Alvin Griesedieck Jr., advertising director
George P. Holtmann, assistant advertising director
Roy D. Sherwood, point of sale manager
Gerry P. Branson, field division manager
Elon C. Gustafson, distributor advertising manager
George Brody, advertising records manager
J. Malcolm McMenamy, advertising manager, Central Division, St. Louis
Frank C. Conrey, advertising manager, Great Lakes Division, Fort Wayne
Erich A. Gagel, advertising manager, Midwest Division, Omaha
J. Robert McDonald, advertising manager, Mountain Division, El Paso
Barry Sullivan, advertising manager, Southwestern Division, Galveston
Henrik C. Gahn, advertising manager, Northern California Division, San Jose
O. Douglas Finley, advertising manager, Southern California Division, Los Angeles
George DeMare, advertising manager, Southern Division, New Orleans

ADVERTISING AGENCY

Dancer-Fitzgerald-Sample Inc.—Falstaff beer—S. J. Hamilton, account supervisor; David Wham, account executive.

Firestone Tire & Rubber Co.

	1959	1958
Sales	$1,187,784,024	$1,061,590,801
Earnings	64,596,848	53,751,650
Advertising	18,000,000	14,733,000

Firestone Tire & Rubber Co., Akron, the nation's 48th largest advertiser, is estimated by ADVERTISING AGE to have boosted advertising expenditures 22% to $18,000,000 in 1959.

Last year was a banner year for Firestone, second largest rubber company in the world, ranking behind Goodyear in sales and earnings. The company had sales of $1.18 billion and earnings of $64,596,848—both alltime highs for Firestone.

Firestone's sales of $581,129,397 and earnings of $30,392,317 for the first six months this year also were the highest ever attained by the company and its subsidiaries. Sales and earnings for the second quarter also set records.

■ The rubber giant also invested a record $18,000,000 in advertising last year, with the company investing more than $3,500,000 more in measured media than it did in 1958. Although Firestone increased its expenditures in all media, the biggest gains were recorded in spot radio and magazines—both showing gains of more than $1,000,000.

As a replacement for its "Voice of Firestone" tv show, which was dropped from its Monday night slot by ABC, Firestone bought a package of 14 half-hour shows from CBS, entitled "Eyewitness to History." The filmed on-the-spot news shows have included such history-making events as President Eisenhower's overseas visits and Premier Khrushchev's tour of the U.S.

Firestone is one of the world's largest rubber producers, with manufacturing plants throughout the U.S., Canada and 20 foreign countries. The company ranks second behind Goodyear in the production of tires, with Goodyear holding an estimated 30% of the tire market and Firestone 22%. Tires account for about 60% of Firestone's total sales volume.

■ In addition to rubber, Firestone is also active in five other fields—chemicals, plastics, synthetics, textiles and metals. The company is the world's largest maker of steel rims for motor trucks, buses, farm tractors, trailers and earthmoving machines.

Among the products which Firestone introduced last year were 13" tires for the new American compact car and for foreign cars; new and improved pneumatic and semi-pneumatic tires for passenger cars, trucks, tractors, industrial equipment and other vehicles; Accu-Ride precision-made wheels for trucks and buses; disc wheels for road graders; stainless steel vending machine tanks; Super Hy-Lift wagon hoists; farm wagons; boat trailers; camping and baggage trailers; fabrications of anodized aluminum carrying cases; Fibrocast, a fibrous material which can be molded into many forms and has a variety of applications; Exon resins; Velon plastics; rubberized nylon dunnage bags; Climatite, a new rubber gasketing; Flex-Tite expansion joints; new synthetic rubbers; hose and metal products for the home appliance industry; and improved resilient paving and sealant materials for roads, parking decks and playgrounds.

■ Last year Firestone organized a company in France to engage in the manufacture and sale of Firestone tires and synthetic rubber; a new tire plant was opened in Alcochete, Portugal; and a tire plant in Calgary, Alta., is scheduled to open this year. Firestone joined with business men in India to form a company to build a synthetic rubber manufacturing plant. As well, Firestone bought a plant in Hopewell, Va., and one in Pennsylvania.

Early this year, the company announced a $120,000,000 expansion and modernization program for its plants at home and abroad.

A number of key personnel changes were made at Firestone:

Named to the board of directors were E. B. Hathaway, vp in charge of sales, and E. H. Schulenberg, vp and treasurer. A. N. Stuart was named manager of manufacturers' sales, taking over duties of H. M. Taylor, vp, manufacturers' sales, who retired. G. D. Hitler was named manager of private brand sales. Dean Weidman was named manager of farm tire sales, succeeding C. R. Miller, who became agricultural relations specialist. T. N. Gaynor was named administrative assistant to C. B. Ryan, director of merchandising, advertising and sales promotion.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,954,355	$ 1,278,607
Magazines	3,811,422	2,744,742
Farm Publications	553,374	425,313
Business Publications	276,900	247,200
Network Television	2,108,612	1,597,171
Spot Television	48,750	39,980
Spot Radio	1,100,000	——
Total Measured	9,853,413	6,333,013
Total Unmeasured	8,146,587	8,399,987
Estimated Total Expenditure	18,000,000	14,733,000

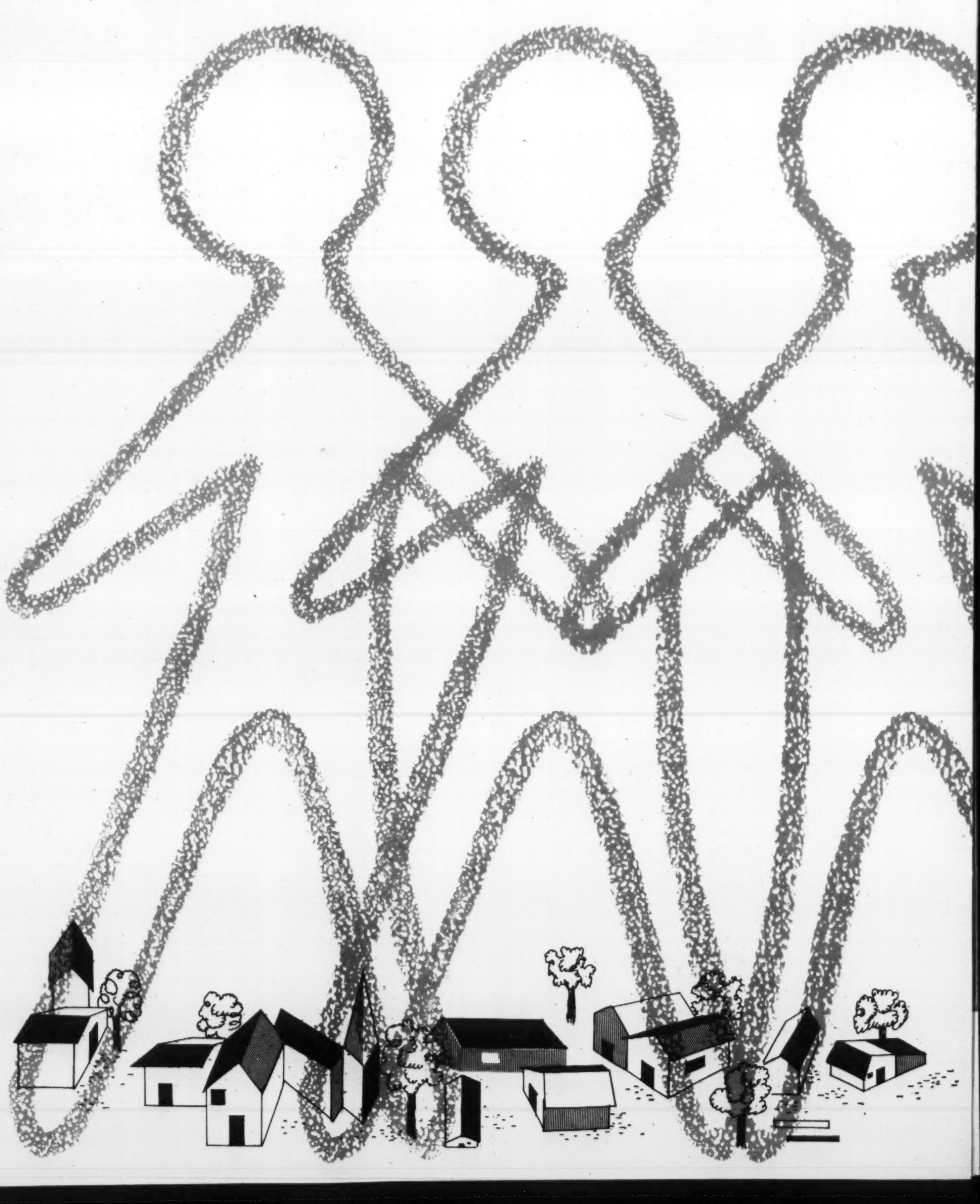
PARENT COMPANY
Akron

MARKETING PERSONNEL

Raymond C. Firestone, president
E. B. Hathaway, vp, sales
C. L. Largent, general trade sales manager
R. D. Thomas, manager, tire sales
A. N. Stuart, manager, manufacturers sales
G. D. Hitler, manager, private brand sales
J. F. Faunce, manager, home and auto supply division

Advertising

C. B. Ryan, director of advertising, merchandising, sales promotion
T. N. Gaynor, administrative assistant to C. B. Ryan
A. J. McGinness, manager of national advertising
J. B. Scarcliff, manager of retail advertising
H. D. Millhone, manager of truck and farm tire advertising
M. R. Bennett, manager of sales promotion



Public Relations

A. E. Brubaker, director of public relations

ADVERTISING AGENCIES

Sweeney & James Co., Cleveland—Handles radio, newspaper and dealer trade advertising for the Firestone Tire & Rubber Co. and all advertising for the International Co.—Virginia Burrell and John Sorrell, account supervisors; Lucia Lian, media director.

Campbell-Ewald Co., Detroit—Passenger, truck, tractor, off-the-highway, farm and aircraft tires; synthetic rubber and steel products advertising—W. W. Selover, group supervisor; J. W. Clason, account supervisor; V. E. Butterly, account executive, passenger tires; R. Doran, truck and farm tires; L. F. Sheridan, art supervisor; F. E. Fish, copy supervisor; J. J. Saunders, television and radio; F. L. Congdon, merchandising and promotion; J. C. Noble, traffic and production; J. J. Passmore, media.

FIRESTONE INDUSTRIAL PRODUCTS CO.

Noblesville, Ind.

MARKETING PERSONNEL

R. D. Smith, president
R. J. Mitchell, vp in charge of sales
H. B. Winslow, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—Donald Carr, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Magazines	——	$31,620
Total Measured	——	31,620

FIRESTONE RUBBER & LATEX PRODUCTS CO.

Fall River, Mass.

MARKETING PERSONNEL

C. J. McCready, president
Stacy F. Wolfe, sales manager, Foamex division
H. A. Stawniak, sales manager, mechanical rubber goods, elastic thread and other products
H. B. Winslow, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—Donald Carr, account executive.

FIRESTONE PLASTICS CO.

Pottstown, Pa.

MARKETING PERSONNEL

Roger S. Firestone, president
Kenneth Edgar, vp in charge of plastics sales
Lee B. Kuhn, vp in charge of chemical sales
Whitney Kerchner, advertising and sales promotion manager

ADVERTISING AGENCY

Aitkin-Kynett Co., Philadelphia—Thatcher Longstreth and Jack Eigenbrodt, account supervisors.

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$98,450	$71,800
Newspapers	1,509	8,504
Total Measured	99,959	80,304

FIRESTONE STEEL PRODUCTS CO.

Akron

MARKETING PERSONNEL

M. A. DiFederico, president
W. S. Kidder, general sales manager
C. C. Cupp, sales manager, rim and wheel division
A. C. Smith, sales manager, special products
J. B. Call, administrative assistant to W. S. Kidder
W. H. Vaughn, sales manager in charge of Detroit office
H. B. Winslow, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—Donald Carr, account executive.

FIRESTONE SYNTHETIC RUBBER & LATEX CO.

Akron

MARKETING PERSONNEL

J. C. Roberts, president
W. F. Jordan, sales manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—Donald Carr, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$20,415	$ 7,290
Total Measured	20,415	7,290

WORLD BESTOS CORP.

New Castle, Ind.

MARKETING PERSONNEL

R. A. Riley, president
J. W. Greenen, general sales manager
H. B. Winslow, advertising manager

ADVERTISING AGENCY

La Grange & Garrison, Indianapolis—R. W. Garrison, account executive.

ELECTRIC WHEEL CO.

Quincy, Ill.

MARKETING PERSONNEL

D. W. Voorhees Jr., general manager
Jake Stefan Jr., general sales manager
H. B. Winslow, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—Donald Carr, account executive.

EYEWITNESS
TO
HISTORY

'EYEWITNESS' REPLACES 'VOICE'—*When ABC dropped "Voice of Firestone" tv show in 1959, despite protests of loyal viewers and sponsor, Firestone replaced the show with "Eyewitness to History" on CBS, moderated by Walter Cronkite. Show covered Khrushchev visit to U.S.*

Florida Citrus Commission

	1959†	1958
Budget‡	$7,048,180	$6,046,938
Advertising	5,208,000	4,906,000

†Fiscal year ended June 30, 1959
‡Non-profit organization

The Florida Citrus Commission, Lakeland, the 98th largest national advertiser, hiked its advertising investment to $5,208,000 in fiscal 1959.

The ad program is geared to the seasons and the fiscal year, running from July through June, rather than the calendar year.

For the upcoming season 1960-61, the commission has raised its budget for measured media to more than $4,000,000. The program, as in past seasons, supports several high-volume Florida citrus products: fresh oranges, frozen orange concentrate, single strength orange juice, chilled orange juice, fresh grapefruit, canned grapefruit sections, single strength grapefruit juice, frozen grapefruit concen-

LAND OF SALES GIANTS

RANKING OF MARKETS IN CALIFORNIA:

1. Los Angeles-Long Beach
2. San Francisco-Oakland
3. San Diego
4. SAN BERNARDINO-RIVERSIDE
5. San Jose
6. Sacramento

SAN FRANCISCO
LOS ANGELES
SAN DIEGO

- California's 4th Largest Market!
- 29th Largest Market in America!
- Booming Population — 78% Increase in 10 Years!
- Heart of Agriculture, Industry, Military, Resorts!

An eager, independent market, throbbing with unprecedented growth. An exploding community of *proven buyers* whose ever-mounting Effective Buying Income last year exceeded $1.4 BILLION, more than two-thirds of which was spent for retail goods alone! This describes the rich standard metropolitan area of the California counties of Riverside and San Bernardino, an area whose population increase in the last 10 years has been 12th largest, numerically in the nation, far ahead of such areas as Phoenix, Dallas, San Jose, New Orleans, Cleveland and Denver. In gasoline sales, San Bernardino-Riverside ranks 18th nationally. It is the land of America's most glamorous resorts — Palm Springs, Lake Arrowhead, Idyllwild, Big Bear Lake — and the nation's 6th largest agricultural area; the home of one of the world's great steel mills, center of industry, mining and military establishments. Are you getting your share of this fabulous market? There is only one way to reach it because less than ½ of 1% of the total Los Angeles newspaper circulation enters the area. Metropolitan Riverside-San Bernardino is, however, saturated with unduplicated coverage by the two newspapers which have helped make it the land of sales giants!

RIVERSIDE
PRESS-ENTERPRISE
REPRESENTED NATIONALLY BY
NEWSPAPER MARKETING ASSOCIATES

SAN BERNARDINO
SUN-TELEGRAM
REPRESENTED NATIONALLY BY
CRESMER & WOODWARD, INC.

*Source:
1960 Survey of Buying Power*

Appliance Service
is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

Service News

505 N. LaSalle St., Chicago 10, Ill.

PERSONAL SERVICE

The Farley man as a member of an independent media representative team is trained to think as a marketing counselor. His experience with business media and markets is wide and varied. He has access to expert opinion and is well-founded in market research. Remember, the Farley Company representative knows his success depends on how well he serves you.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distribution • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

trate, Temple oranges and fresh tangerines.

The revenue for the commission, which is a State of Florida agency and a non-profit organization, is produced by a tax of 5¢ a box on oranges and tangerines and 6¢ a box on grapefruit. The total citrus crop is valued at $300,000,000, the estimated on-tree value of the 1958-59 crop. This represents about 65% of total U. S. citrus products.

■ As an adjunct to the commission's activities, biggest advertising venture of the past season was a precedent-setting campaign by 22 producers of Florida frozen orange concentrate. They waged a four-month advertising and promotional program costing $3,358,960, coordinated and supported by the commission, which put $125,000 into in-store promotions, advertising, promotional mailings to the trade and distribution of display material.

Refresh with Fresh-Frozen Orange Juice from Florida
Nature's Powerhouse of Vitamin C

SUMMER PUSH—*Full-color magazine pages are part of summer drive of Florida Citrus Commission, aimed at widening use of orange juice beyond the breakfast table. Copy also stresses the value of real orange juice over synthetic orange "drinks" which have deluged retail stores in the past year.*

Faced with the prospect late in the '59 summer of having to cut prices by 50¢ per dozen cans and so standing to lose an estimated $18,000,000, the producers banded together in the multi-million-dollar advertising and coupon redemption program, about equally divided between advertising and promotion.

Running from September through December, the campaign, according to general manager Homer E. Hooks, saved growers and the citrus industry almost $14,700,000. From Sept. 1 to Dec. 12, a total of 20,000,000 gals. were sold at retail, or about 35,900,000 dozens of 6-oz. cans. The big ad and coupon campaign cost Florida concentrators 94¢ per dozen cans. During the height of the campaign, the estimated number of American families using Florida orange concentrate rose from 25% to 28%.

■ As in previous years, the normal consumer ad program for the crop year 1959-60 was budgeted as a two-part program. The major part was from November through June, preceded by a four-month summer campaign from July through October.

The big-season program, which had depended heavily on television the previous season, showed a drift from tv to greater use of magazines and supplements. The commission's media plan for 1958-59 called for "three high efficiency, low cost" nighttime tv programs, and it bought time on "Doug Edwards and the News," "What's My Line?" and "Perry Mason."

But in this past season, network tv was cut from $1,460,000 to a meager $320,000, or roughly a fifth, while magazines were raised more than $600,000 to $1,811,000, and an additional $500,000 was invested in supplements. Detailed comparisons of video and print are contained in the comprehensive break down provided in the 1958-59 annual report, where the commission points out that its magazine schedule had an estimated combined circulation of 43,192,600 and reached almost nine out of every ten American homes.

■ The commission invested $700,000 in its summer drive in 1959, following the regular season campaign, which ended as a bookkeeping matter on June 30, 1959, with more than $3,000,000 having been invested.

The summer program saw a heavy promotion of grapefruit sections, with four-color recipe ads. Florida orange juice ads continued to use the "Powerhouse of Vitamin C" slogan, but a new twist was added to combat artificial orange-colored drinks. Box inserts in the ads advised, "Get the real thing." Publications used included *The American Weekly, Better Homes & Gardens*, First Three Markets Group, *Life* and *This Week Magazine*. The *Life* schedule included two double spreads and five full pages, all in color.

■ A similar investment of $700,000 has also been set for this summer to promote processed citrus products, with most of the emphasis being placed behind orange juice as "nature's great refresher." The summer program runs from July 1 through Oct. 31, when little fresh Florida citrus is on the market. The campaign is aimed at widening the use of orange juice beyond the breakfast table. Although a drop in the ocean compared with the massive budgets for soft drink advertising, the orange juice investment is aimed at pointing up benefits such as vitamins and the quick pickup qualities of citrus.

Products being featured are frozen orange concentrate, canned single strength orange juice and grapefruit juice, chilled orange juice and grapefruit sections. The schedule calls for $514,000 for color ads in magazines, with newspapers getting $130,000, supplements about $50,000 and trade papers $5,000.

A total ad and publicity budget of $4,461,600 has been approved for the 1960-61 season. The budget allots $4,080,000 for consumer advertising, $155,000 for medical advertising and public relations, $101,600 for consumer publicity, and $125,000 for school publicity.

■ At the beginning of the season, last June, the commission heard and rejected a proposal to split its consumer advertising budget. The agency making the proposal, Grant Advertising, put on an impressive presentation for the commission and asked that it be appointed to handle the fresh fruit portion of the account, with billings of about $1,000,000, the rest of the account to remain with Benton & Bowles.

Three or four other agencies reportedly sought to make presentations, too, if the commission decided to split the account. But the commission approved a resolution praising B&B for a "good job" done over the past year. The resolution urged that B&B do an even better job this year, which some sources close to the commission felt was a gentle warning that B&B had better turn out the goods this year and stay on its toes.

■ Grant has solicited the account strongly for five years, and made a strong presentation (AA, Jan. 5, '55) five years ago when the commission switched its account from J. Walter Thompson Co. to B&B.

There was also a switch in the medical ad account in June, when the commission awarded it to Cortez F. Enloe Inc., New York. Noyes & Sproul, New York, formerly handled the $120,000 account, but withdrew from contention with the retirement of Dorothy Noyes. The Enloe agency competed with Burdick & Becker and L. W. Frohlich & Co. for the account.

The medical pr account, also formerly handled by Noyes & Sproul with billings at $25,000, went to Dudley-Anderson-Yutzy, New York, which for a long time has had the general pr account.

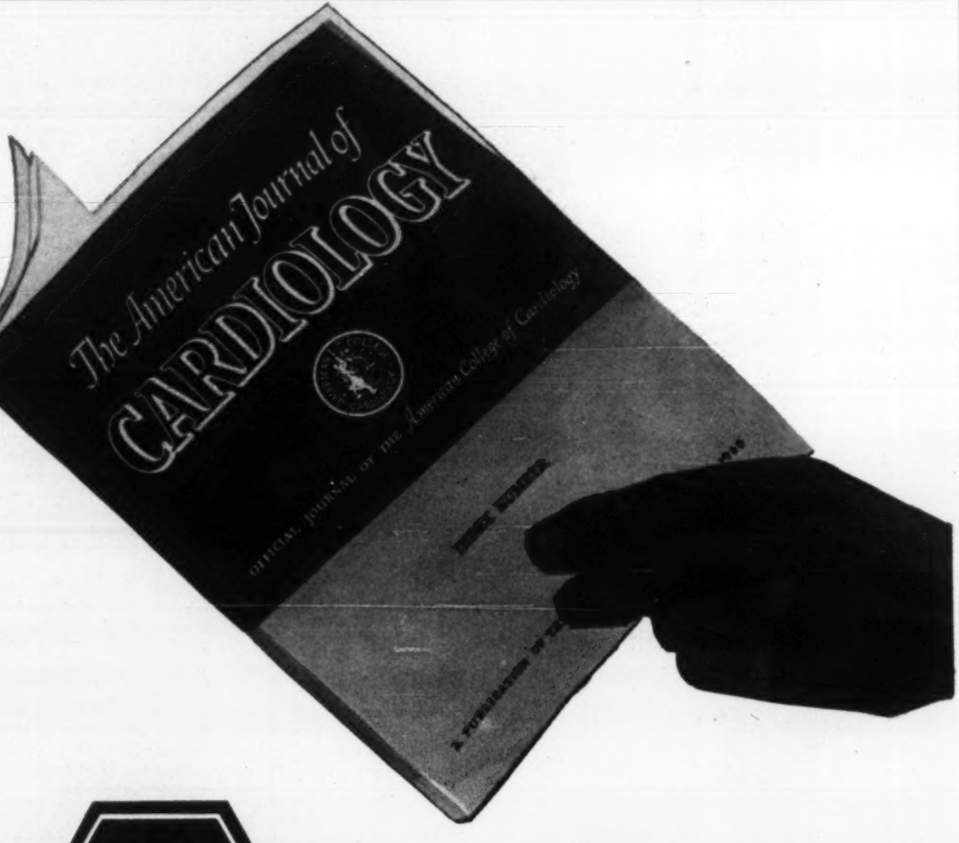
ADVERTISING EXPENDITURES*

	1959	1958
Magazines	$1,811,000	$1,150,000
Supplements	636,000	101,500
Newspapers	585,000	600,000
Network Television	320,000	1,460,000
Trade Publications	33,000	30,000
Canadian Campaign	110,000	103,000†
Production, etc.	348,000	255,500
Subtotal	3,843,000	3,700,000
Other Advertising‡	1,365,000	1,206,000
Estimated Total Expenditure	5,208,000	4,906,000

*Reported by Florida Citrus Commission for fiscal 1959, ended June 30, 1959, and fiscal 1958.

†Includes $27,000 for radio spots, the only radio expenditure in fiscal 1958.

‡Includes $430,000 for display material in 1959 and $426,000 in 1958.


The American Journal of CARDIOLOGY
OFFICIAL JOURNAL OF THE AMERICAN COLLEGE OF CARDIOLOGY

ABC audited

Make sure your message reaches the
group of physicians who
are interested in cardiology . . .
place your ad in the only
ABC publication in the heart field.

THE AMERICAN JOURNAL OF CARDIOLOGY
OFFICIAL JOURNAL OF THE AMERICAN COLLEGE OF CARDIOLOGY

A PUBLICATION OF THE YORKE GROUP
THE AMERICAN JOURNAL OF MEDICINE • THE AMERICAN JOURNAL OF SURGERY
THE AMERICAN JOURNAL OF CLINICAL NUTRITION

The Reuben H. Donnelley Corporation
New York: MUrray Hill 3-2980 11 EAST 36TH STREET • NEW YORK 16, N.Y. Chicago: WAbash 2-7738

Drug store window no substitute for a doctor

The drug store is an important point-of-sale medium. Manufacturers' salesmen fight for space in it. And the druggist displays his fast moving, long profit items. Passing shoppers look, sometimes stop and buy. But a doctor's prescription or recommendation is the surest sales maker for a drug store!

Today much advertising produces nothing but superficial impression—unless the medium commands the attention and respect of its audience.

For fifty-eight years Successful Farming has been the business doctor to the country's best farmers. Every issue has something that helps save work, time, money, get more value out of his farm plant. Like the Harvard Business School, SF uses case studies, actual instances and applications on actual farms.

SF has also been instrumental in remodeling farm homes, installing new bathrooms and modern kitchens, the purchase of appliances; and in helping the farm homemaker plan her days and her work.

So this magazine is not only read, but is studied and believed—has earned a degree of influence with its audience that is unmatched by any other medium. And gets a better reception and response for every advertisement in its pages.

Successful Farming's circulation isn't big in comparison with today's telephone numbers, but is big enough to selectively cover the country's best farm families—1,300,000. And its circulation represents one of the best class markets to be found anywhere; with an estimated average cash farm income 70% above the national farm average.

If you want your advertising to sell something, put it in Successful Farming. Any SF office can give you the details.

Successful Farming . . . Des Moines, Chicago, New York, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

ADVERTISING EXPENDITURES**

	1959	1958
Newspapers	$2,452,765	$ 454,059
Magazines	1,852,309	326,863
Farm Publications	———	15,250
Network Television	1,022,992	944,626
Total Measured	5,328,066	1,740,797

**Calendar year figures obtained from AA's usual sources, statistical bureaus and associations. They differ from the commission's figures, which are based on the fiscal year, July through June.

MARKETING PERSONNEL

Advertising and Merchandising Committee

Bruce W. Skinner, chairman of the Florida Citrus Commission and chairman of the committee; A. V. Saurman, Thomas B. Swann, Key Scales Jr., Herschell N. Sorrells.

Headquarters Staff

Homer E. Hooks, general manager
Robert C. Evans, administrative director
Dr. L. G. MacDowell, director of research
Walter J. Page, director of public relations
Frank D. Arn, director of advertising and merchandising
Ralph M. Henry, merchandising manager
Harold S. Gardner, advertising manager
Ted L. Hodson, manager of youth and school program
Milton Maclin, manager of special promotions
Dr. William E. Black, marketing specialist
Clyde P. May, assistant director of public relations

ADVERTISING AGENCIES

Benton & Bowles Inc., New York—A. W. Hobler, management supervisor, processed products; James Oravetz, account executive, fresh products; Milton Kiebler, media director; Harry E. Warren, manager, Florida office, Lakeland.

Cortez F. Enloe Inc., New York—medical account—Richard Stalvey, account executive.

J. A. Folger & Co.

	1959	1958
Sales	$110,000,000*	$ ———
Advertising	6,600,000*	4,325,968*

*Estimated by AA

J. A. Folger & Co., headquartered in San Francisco and Kansas City, is the 93rd largest national advertiser with total expenditures estimated at $6,600,000 in 1959.

Folger, included in AA's list of 100 leaders for the first time, is actually two separate companies. The original J. A. Folger Co. was founded by James Athearn Folger in San Francisco in 1850. The Kansas City operation was formed later as a separate company, although it is related to the San Francisco company through mutual Folger family stock holdings.

Although the two companies are completely independent of each other financially, they sell the same product in the same package—Folger drip and regular ground coffee and Folger instant. Since measured media figures on advertising expenditures do not give breakdowns for individual companies, the total shown represents both companies, although they have different advertising agencies.

■ The Folger companies are privately owned and are very reticent about sales and earnings figures. ADVERTISING AGE, after an intensive investigation, estimates that 1959 sales were somewhere near $110,000,000.

In 1959 Folger companies reportedly sold 300,000,000 lbs. of coffee, compared with 180,000,000 lbs. sold in 1955. Unit sales for 1959 were ahead of 1958 but because of the drop in coffee prices, dollar volume was somewhat reduced.

Folger companies market in different areas. Folger, San Francisco, markets primarily west of the Rockies, where it is reportedly first in ground coffee sales, a position it has held for many years.

Folger, Kansas City, sells generally east of the Rockies to the Indiana line with spotty distribution east to the Pennsylvania border, and limited distribution in central Florida, but it is not sold in such major markets as Milwaukee, Detroit or Akron-Cleveland.

■ Folger is reportedly the second largest coffee company and the largest independent. Maxwell House, made by General Foods Corp., is the largest and outsells Folger in the East, Maxwell House's primary marketing area. Hills Brothers and Butternut compete with Folger in the upper Midwest, but Hills Brothers is the leader in its primary marketing area, the plains states. Maryland Club competes strongly with Folger in the South.

My Mountain has come to Chicago
...a mountain of Mountain-Grown Folger's Coffee
Folgers

MOUNTAIN—*J. A. Folger & Co. Kansas City, invaded Chicago market in March, 1959, with biggest local coffee campaign ever run. Full page b&w newspaper ads like this one announced that Captain Folger had brought his "mountain to Chicago."*

Both Folger companies put the bulk of the advertising budget into spot tv. In 1959 Folger invested $3,722,440 in this medium, against $2,975,260 in 1958. Folger also uses spot radio, newspapers and outdoor to promote its coffee.

■ Biggest event in the Folger marketing story was its invasion of the Chicago market in March, 1959. Folger, Kansas City, according to one industry source, spent $1,700,000 in a nine-month introductory campaign in Chicago, biggest localized advertising and promotion push ever staged by a coffee house.

In bringing his mountain to Chicago, Captain Folger saturated it with newspaper ads, radio and heavy tv spots, plus outdoor. Folger started a big promotion war and conducted a coupon campaign offering a free 1-lb can of coffee for every can purchased, and later offered a 2-lb can for 39¢ with a coupon.

Since the Folger invasion, the race for the top three spots in sales in Chicago has shifted during 1959 and the first quarter of this year. Folger now is reported in second place in ground coffee sales in Chicago. Hills Brothers has held the No. 1 position since 1931 and is the largest seller of ground coffee. At one point in 1959 it took a 25% share of the market. Folger cut heavily into Hills Brothers' share, and during the height of its campaign snared as much as a 21% share. Folger now has perhaps less than that but maintains a firm second spot.

"Consolidated Consumer Analysis" reported this percentage of use for 1959 in the Chicago area: Hills Brothers, 39%; Maxwell House, 14%, and Folger, 9.9%.

Folger instant, which is not sold in all markets, has not shared the same success as ground coffee, ranking second and third in sales in some areas, primarily the West. Maxwell House has captured about 40% of the instant market, with Nescafe second with about 10% to 12% share. Folger recently introduced a new 10-ounce jar of instant coffee.

In January, Folger, San Francisco, acquired stock and physical assets of the Milo Coffee Co., San Francisco, and plans, for some time at least, to sell this product under its original name.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 532,509	$ 505,807
Magazines	38,788	———
Farm Publications	977	———
Spot Radio	735,000	———
Spot Television	3,722,440	2,975,260
Outdoor	240,389	194,901
Total Measured	5,270,103	3,675,968
Estimated Total Unmeasured	1,329,897	649,032
Estimated Total Expenditure	6,600,000	4,325,968

J. A. FOLGER & CO.
San Francisco

MARKETING PERSONNEL

Advertising

Peter Folger, vp and director of advertising
D. P. Thornton, assistant advertising manager
B. F. Howe, assistant advertising manager, in charge of media

Sales

F. W. Williams, general sales manager
H. K. Porter, district manager, San Francisco
R. Parks, district manager, Los Angeles
R. M. Lowe, district manager, Portland
G. A. Patterson, district manager, Phoenix

ADVERTISING AGENCY

Fletcher Richards, Calkins & Holden, San Francisco—Folger's ground coffee—King Harris, account supervisor; P. F. Anderson, account executive.

Harris, Harlow, Wood, division of Fletcher Richards, San Francisco—Instant Folger's.

J. A. FOLGER & CO.
Kansas City, Mo.

MARKETING PERSONNEL

Marketing and Sales

C. R. Johnson, vp
E. B. Bryan, vp, sales

Advertising

Linton Bagley, vp, advertising and sales promotion
J. E. Deweese, assistant advertising manager

ADVERTISING AGENCY

Cunningham & Walsh, Kansas City—Folger's instant and ground coffee—Edward Calhoun, account executive.

Ford Motor Co.

	1959	1958
Sales	$5,356,871,344	$4,130,339,499
Earnings	451,367,367	116,205,097
Advertising	92,200,000*	87,900,000*

*Estimated by AA

Ford Motor Co., Dearborn, Mich., is the nation's fourth largest advertiser, boosting its expenditure 5% to an estimated $92,200,000 last year.

In 1957 Ford spent $103,500,000, and in 1956 it invested $88,650,000, AA estimated.

The addition of two new compact cars to the company's stable—Falcon last fall and Comet early this year—is expected to bring about an even higher ad total for Ford in 1960.

■ While the company's sales climbed about 30% last year, net earnings were almost four times larger than in '58. The company attributed this to increased efficiency and cost-reduction measures.

A wonderful new world of savings in the New-size FORD
THE NEW 1960 Ford Falcon

SELLING SIZE—*Ford's new Falcon was the company's initial U.S. effort into the small car field last fall. About 99,000 units were sold in 1959.*

Unit sales of cars and trucks at Ford totaled 2,091,106, or 31.1% of industry sales in 1959. This compares with 1,466,802 units (a 28.6% share) in 1958.

Truck sales were 347,151 units last year, good for 30.6% of the market, and were above the 242,906 units sold in 1958. Sales of the tractor and implement division were 21% above 1958, and included 45,014 units, down from the 45,685 units sold in 1958.

■ All car lines increased sales last year. The '59 unit totals (with 1958 volume in parentheses) were: Ford (including Thunderbird and Falcon) 1,526,824 (1,038,492), Edsel 30,567 (28,953), Mercury 156,640 (129,304) and Lincoln 29,924 (27,147).

Sale of defense products totaled $56,000,000 in 1959, down from $373,000,000 in 1958. The decline was due to the completion of a contract for J-57 jet engines in 1958.

Ford Motor had consolidated sales of $2,884,500,000 for the first half of 1960, which was 2.4% lower than the $2,954,300,000 recorded for the 1959 first half. Net income dropped 7.4% to $121,700,000 from $143,100,000 in the previous first half. Unit sales of cars, trucks and tractors totaled 1,233,294, a rise of 5.7% over the first half of last year. The fact that dollar sales slipped while unit sales gained may be attributable to the introduction of the compact Falcon and Comet cars, which are priced lower than other Ford lines.

■ Last November the company dropped the Edsel from its auto line. The car was introduced in 1957 in an attempt to bring Ford a bigger share of the medium-price market. But the Edsel never caught on, and during its short life sold only 110,847 units.

As a result of the Edsel demise, the M-E-L division was renamed the Lincoln-Mercury division.

In December, 1958, Ford moved Edsel advertising from Foote, Cone & Belding, which had been agency for the car since the start, to Kenyon & Eckhardt, giving FC&B Lincoln and Continental from K&E in return.

Then last October Ford dropped Foote, Cone entirely and returned Lincoln and Continental to K&E, consolidating all lines except Ford with the one agency.

■ The company entered the compact car race last October with the Ford Falcon, and expanded with the slightly higher priced Comet in March of this year. Unlike its two competitors—General Motors and Chrysler Corp.—Ford has announced no plans for any more compact cars this fall. However, the company reportedly is considering bringing out an even smaller car—a "compact compact"—through its Ford division.

Ford advertising in measured media remained relatively stable last year, except for sizable increases in spot tv and spot radio over 1958. The company used a 36-page insert in *Reader's Digest* last year for its "Buyers Digest of New Car Facts," and later offered an expanded version of the booklet via a mailing to 10,000,000 car owners.

In August, 1959, the company established Ford Motor Credit Co. to provide wholesale credit to Ford dealers. The American Road Insurance Co., also a subsidiary, was established to make available physical damage insurance in conjunction with operations of Ford Motor Credit Co.

■ In personnel moves, M. S. McLaughlin was named general sales manager of the Ford division, replacing W. J. Cooper, who took Mr. McLaughlin's position as western regional sales manager.

L. A. Iacocca was promoted from car marketing manager to vehicle marketing manager of the Ford division. Richard A. Godfrey moved from the Kansas City sales office to become car marketing manager.

Hugh C. Ralston was named manager of the television department of the advertising staff to coordinate television activities of the company.

In July of this year Ernest R. Breech resigned as board chairman of Ford Motor Co. He was succeeded by Henry Ford II, who also retained his title as president.

■ In international operations, Ford had foreign sales of $1.58 billion in 1959, compared with $1.39 billion in 1958. Ford imports the English Ford and the Taunus (Germany) to the U. S., and they are sold through the Lincoln-Mercury division.

At Ford of Canada, James C. Miller resigned as director of advertising and his responsibilities were allocated to J. F. Glaser, S. C. Streck and S. L. Ives, who are managers of advertising promotion for cars, imported vehicles and trucks, respectively.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$19,679,542	$20,000,024
Magazines	10,682,742	11,097,005
Farm Publications	1,856,956	1,565,603
Business Publications	305,300	277,500
Spot Radio	7,280,000	5,000,000
Network Television	12,048,187	12,561,121
Spot Television	4,389,940*	1,772,300*
Outdoor	5,439,939	6,621,615
Total Measured	61,682,606	58,895,168
Total Unmeasured	30,517,394	29,004,832
Estimated Total Expenditure	92,200,000	87,900,000

*Includes $3,438,840 for regional dealers in 1959 and $730,870 in 1958.

FORD MOTOR CO.

CENTRAL STAFF

MARKETING PERSONNEL

C. F. Moore Jr., vp-public relations and advertising
E. E. Rothman, general advertising and sales promotion manager
J. B. McMechan, manager of institutional advertising
R. J. Eggert, marketing research manager
R. W. Chambers, market representation manager

ADVERTISING AGENCY

Kenyon & Eckhardt, Detroit—institutional advertising—A. J. Shepard, account executive.

FORD DIVISION

MARKETING PERSONNEL

Sales

M. S. McLaughlin, general sales manager
L. A. Iacocca, vehicle marketing manager
Richard A. Godfrey, car marketing manager
Wilbur Chase Jr., truck marketing manager
H. D. Hubbs, associated products marketing manager
W. K. Barklay, executive assistant to the general sales manager
G. H. Brown, marketing research manager

Advertising

J. R. Bowers, car advertising manager
F. J. McGinnis, truck advertising manager

Top Spot Radio Advertisers

Rank	Advertiser	Net Time Charges 1959	Net Time Charges 1958
1.	Ford Motor Co.	$ 7,280,000	$ 5,000,000
2.	R. J. Reynolds Tobacco Co.	4,800,000	4,700,000
3.	Chrysler Corp.	4,129,000	2,300,000
4.	General Motors Corp.	4,115,000	5,400,000
5.	Anheuser-Busch	3,683,000	1,800,000
6.	Liggett & Myers	3,600,000	2,700,000
7.	P. Lorillard Co.	3,100,000	**
8.	American Tobacco Co.	3,090,000	4,600,000
9.	Jos. Schlitz Brewing Co.	2,710,000	**
10.	Sinclair Refining Co.	2,500,000	2,200,000
11.	Carling Brewing Co.	2,000,000	1,800,000
12.	Thomas Leeming & Co.	2,000,000	2,000,000
13.	Bristol-Myers Co.	1,900,000	1,700,000
14.	Texas Co.	1,840,000	2,600,000
15.	Chesebrough-Pond's	1,670,000	**
16.	B.C. Remedy Co.	1,600,000	1,500,000
17.	Fels & Co.	1,600,000	1,700,000
18.	Beneficial Finance Co.	1,578,000	1,500,000
19.	Eastern Air Lines	1,500,000	**
20.	Northwest Orient Airlines	1,500,000	**
21.	Shell Oil Co.	1,500,000	1,700,000
22.	Plough Inc.	1,420,000	1,400,000
23.	Campbell Soup Co.	1,400,000	**
24.	Ralston Purina Co.	1,352,000	**
25.	American Airlines	1,311,000	**

Source: Radio Advertising Bureau
**Not in top 25 in 1958.

Walter J. Murphy, manager of public relations

ADVERTISING AGENCY

J. Walter Thompson Co., Detroit—all Ford division products (including Thunderbird and Falcon) and dealer advertising—W. D. Laurie Jr., account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$10,849,579	$10,666,080
Magazines	5,936,749	4,380,871
Farm Publications	647,662	1,112,705
Network Television	8,464,159	6,630,594
Spot Television	802,280	1,512,240
Outdoor	3,824,633	3,116,100
Total	30,525,062	27,418,590

LINCOLN-MERCURY DIVISION

MARKETING PERSONNEL

C. E. Bowie, general sales manager
George S. Coats, assistant general sales manager
Chase Morsey Jr., general marketing manager
C. R. Paulson, manager of public relations
H. Fisher, marketing research manager
R. J. Fisher, advertising and sales promotion manager

Imported Cars

J. S. Kemp, marketing manager
D. H. Smith, advertising and sales promotion manager
A. Krueger, sales planning manager

ADVERTISING AGENCY

Kenyon & Eckhardt, Detroit—Lincoln, Mercury and imported English Fords and Taunus products—G. T. C. Fry, in charge of all automotive products.

ADVERTISING EXPENDITURES

Mercury

	1959	1958
Newspapers	$ 4,187,228	$ 4,181,624
Magazines	1,130,433	1,415,715
Farm Publications	33,642	———
Network Television	2,781,319	3,212,919
Spot Television	56,800	130,110
Outdoor	47,242	49,736
Total	8,236,664	8,990,104

Edsel

	1959	1958
Newspapers	$ 1,732,155	$ 2,680,863
Magazines	213,018	1,267,338
Farm Publications	6,568	———
Network Television	918,797	1,483,153
Spot Television	1,090	34,410
Outdoor	49,951	1,515,000
Total	2,921,579	6,980,764

Lincoln and Continental

	1959	1958
Newspapers	$ 566,844	$ 1,238,078
Magazines	1,999,535	1,584,078
Network Television	295,852	50,438
Spot Television	44,940	50,840
Outdoor	47,242	22,072
Total	2,954,413	2,945,506

TRACTOR & IMPLEMENT DIVISION

Birmingham, Mich.

MARKETING PERSONNEL

Sales

L. E. Dearborn, general sales manager

Advertising

J. F. Pedder, assistant general sales manager—advertising and merchandising
L. E. Birger, advertising manager
R. T. Armstrong, merchandising manager
Howard Tuttle, manager of public relations

ADVERTISING AGENCY

Meldrum & Fewsmith, Birmingham, Mich.—W. H. Stone, account supervisor.

FORD INTERNATIONAL STAFF

MARKETING PERSONNEL

L. C. Beebe, public and governmental affairs manager
D. E. McKellar, advertising and sales promotion manager
J. T. Mayhew, public relations manager

ADVERTISING AGENCY

J. Walter Thompson Co., Detroit—institutional advertising—F. Linder, account executive.

AERONUTRONIC DIVISION

MARKETING PERSONNEL

Dr. S. Dean Wanlass, marketing manager
R. P. Lytle, advertising and public relations manager

ADVERTISING AGENCY

Honig-Cooper & Harrington, Los Angeles—Huntley Briggs, account executive.

General Electric Co.

	1959	1958
Sales (Net)	$4,349,508,529	$4,120,769,801
Earnings	280,242,123	242,942,533
Advertising	77,000,000*	66,101,920*

*Estimated by AA

General Electric Co., New York, the nation's sixth largest advertiser, increased its advertising about 11% to an estimated $77,000,000 in 1959, and expenditures are being increased again this year.

Among measured media, magazines, network tv, newspapers and business publications take most of GE's advertising money. The big increases in 1959 went into those media—particularly magazines, which got $12,905,441 in 1959, up from $9,077,465 in 1958.

■ Sales and earnings set records in 1959, as sales rose 5.6% and earnings 15% over recession-hit 1958. In the first quarter of 1960 sales fell 2% below the 1959 first quarter and net income was down fractionally.

Foreign net sales for '59 were $132,000,000, a drop of 3.6% from $137,200,000 in 1958. Net earnings, however, soared to $8,400,000, compared with $2,500,000 in 1958. For the past decade, international sales have amounted to 5% of GE's total sales, and in recognition of their growing importance the company set up an International Group in 1959 as one of the company's five major groups.

Foreign subsidiary companies of GE now employ about 16,000 persons in 17 countries outside the U. S. and Canada. The company operates 21 plants in nine of these countries.

■ General Electric is the kingpin of the electrical equipment industry and it accounts for about 25% of total industry output. Its operations are divided into four broad classes:

1. *Consumer goods*—which again accounted for 26% of GE sales, the same as last year. Gains, GE reports, were paced by higher sales of all major types of lamps and in such electric housewares as mixers, toasters, irons and coffee-makers. Sales of major appliances also increased, with the greatest percentage gains being made by the newer appliances such as built-in ranges and dishwashers.

2. *Industrial components and materials*—which accounted for 27% of sales and showed the greatest increase over '58. The great range of such products at GE is shown by the fact that its electronic components alone comprise 45 separate product lines and more than 20,000 catalog items.

3. *Heavy capital goods*—which declined 2% to 22% of GE sales. An example of the type of orders handled: the highest-rated steam turbine-generator yet ordered for construction, with 600,000 kilowatts of capacity.

4. *Defense sales*—which decreased 1% to 25% of the company's '59 sales. Included are jet, rocket and nuclear power plants for flight propulsion, nuclear submarine propulsion, radar and missile and space systems.

■ The company's principal operations are carried on through 91 decentralized product departments, which are fully responsible for the development, manufacture and marketing of goods. In addition it has two divisions, two departments and a wholly owned subsidiary to facilitate the sale of broad product lines such as heavy electrical apparatus and home appliances. The company operates 166 plants in 132 cities in 29 states, in two Canadian provinces and the Commonwealth of Puerto Rico.

On the consumer marketing front last year the company launched its usual miscellany of new products, ranging from a Partio Cart (a complete outdoor cooking center on wheels) to a thin-wall refrigerator. New appliance features included dishwashers with both top and bottom washing action, clotheswashers with automatic bleach dispensers, quieter Disposall units, and ranges with highly sensitive temperature controls.

Lamp developments included outdoor floodlights in six colors and new warm-toned fluorescents for home use. Electric housewares developments included a skillet with "tip-toe" leg and "tilt-top" lid for pan broiling, portable air coolers, king-size automatic blankets, baby food warmers and a home hair dryer.

This fall the company is bringing out its first portable air purifier and is market testing a portable home intercom system.

■ During '59 the company put increased emphasis on improved after-sale service for home products. This is being carried out in such ways as installing two-way radios for service trucks and providing nighttime replacement of servicemen's inventories.

The major appliance division initiated a region-by-region check on customers' reactions to eight aspects of service calls, ranging from the appearance and attitude of the serviceman to the promptness and price of the service.

■ A company-wide residential Market Development Operation was formed in '59 to encourage home builders to have an all-electric home with GE products. The company figures that the average new home today contains $575 (at factory selling prices) in equipment of a type made by GE. However, all-electric homes can utilize as much as $3,020 worth of GE appliances and equipment.

A new radio and tv division was established also in '59. Before, radios were a part of the housewares division, and tv was under the major appliances division.

The housewares division hit the road in spring of 1960 with a mobile "Dealerama" display of all its products. The mobile showroom is visiting dealers in towns of up to 25,000 population through the Southeast.

■ GE's share of market continues high in the appliance field: it usually ranks second only to Coldspot/Kenmore. However, GE's rank is usually accomplished by combining GE and Hotpoint.

Estimates of share of market vary widely, but midway in 1960, it was estimated that GE ranked second in refrigerators (19%) behind Frigidaire's 20%, but the addition of Hotpoint's 9% put it in

IN MEXICO
Beech-Nut Life Savers
is a client
of
NOBLE ADVERTISING CO.
PLAZA DE LA REPUBLICA 26, MEXICO 1, D. F.

Creating
QUALITY
Facsimile
Color Plates
with latest
Control
Methods

SEIDEL-FARRIS-CLARK INC.
Engravers
Toledo, Ohio
Box 955

It's so EASY to GET ALL of this BIG MARKET!

This is the WHOLE Syracuse Market . . . all 15 counties of it.

It's the big Syracuse marketplace occupied by 1,367,100 big-income, powerful-spending people.

It's one-third the total area of New York State . . . AND IT'S *DELIVERED* EFFICIENTLY AND EFFECTIVELY BY THE SYRACUSE NEWSPAPERS.

230,814 salesmen* work this territory every day . . . it's their territory. It *has* to be in your advertising plans because it's so big and so rich and so easily available.

The SYRACUSE NEWSPAPERS deliver this market . . . and no other combination of media in the market delivers comparable coverage at comparable cost.

GET THE DETAILS—influence, power circulation, full market measurement, and all the eye-opening facts from MOLONEY, REGAN & SCHMITT.

**The combined circulation of the Syracuse Newspapers. (ABC Audit Report for 12 months period ending March 31, 1960)*

FULL COLOR AVAILABLE—
Daily & Sunday

AMERICA'S Best TEST MARKET
Results of Selling Research Inc. latest Test Market Survey

SYRACUSE The 45th Metropolitan Market
**SRDS Consumer Market Data*

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN • THE POST-STANDARD
Evening Sunday Morning & Sunday

Represented Nationally by MOLONEY, REGAN & SCHMITT

CIRCULATION: Combined Daily 230,814 • Sunday Herald-American 202,467 • Sunday Post-Standard 102,966

first place. In freezers, GE trailed Sears' Coldspot (18%) and was second with 8%; with Hotpoint's 4% it was still second. In dryers, GE was second with 10% to Kenmore's 19%; Hotpoint's 3% did not make up the difference. In free-standing electric ranges, GE was first with 22%; Hotpoint and Kenmore were tied for second place with 14%. In room air conditioners, GE was tied with Fedders with 17%; Hotpoint had 3% and Coldspot had 8%.

Estimates of divisional advertising in a company of GE's complexity are almost impossible to make. Hotpoint is something of an exception—it spends more than $2,500,000 in magazines and Sunday supplements. Its heavy outdoor and newspaper advertising is all placed and paid for by distributors.

■ In April 1960, G. M. Basford Co., New York, resigned the apparatus sales division of GE, which has a gargantuan advertising and sales promotion department approaching 400 employes. The department is a field marketing organization for more than 40 GE departments.

Announcing the resignation, effective June 30, the agency and company pointed out that GE's internal ad department had grown to the point where the creative service of an outside agency "can no longer be used with mutual advantage to both client and agency." The account was assigned to George R. Nelson Co., Schenectady, in July, and is expected to bill close to $2,000,000.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 7,591,773	$ 7,004,632
Magazines	12,905,441	9,077,465
Farm Publications	476,195	376,481
Business Publications	4,060,000	3,284,700
Network Television	6,194,634	5,295,996
Spot Television	438,220	500,500
Outdoor	———	62,160
Total Measured	31,666,263	25,601,934
Total Unmeasured	45,333,737	40,499,986
Estimated Total Expenditure	77,000,000	66,101,920

CORPORATE PERSONNEL

Marketing Services
New York

G. A. Bradford, consultant, advertising and sales promotion
J. E. Donegan, specialist, vendor relations
Virginia E. Wargo, media specialist—contracts and schedules

Engineering Services

K. T. Kroener, specialist, engineering personnel placement

Relations Services

D. W. Burke, manager, institutional programs

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—relations services—Joe Henrici, account executive; Lloyd Curtiss, sports and tv commercials account executive; Jeff Macquire, "GE Theater" account executive; Don Campbell, account executive, and Paul Smith, account supervisor for "Live Better Electrically" program.

Deutsch & Shea, New York—engineering services, recruiting advertising—Helen Curtis, account supervisor.

CANADIAN GENERAL ELECTRIC CO.

MARKETING PERSONNEL

Hugh Rose, manager, advertising and sales promotion, apparatus department, Peterborough, Ontario
T. A. Yellowlees, manager, advertising and sales promotion, switchgear & control section, apparatus department, Peterborough
G. D. Adamson, specialist, advertising and sales promotion, civilian atomic power department
D. G. MacKenzie, manager, advertising and sales promotion, appliance and television receiver department, Montreal
M. D. Locke, specialist, advertising and sales promotion, electronic equipment and tube department (electronic department), Toronto
R. S. Thompson, specialist, advertising and sales promotion, electronic and tube department (tube section), Toronto
V. R. Young, manager, advertising and sales promotion, industrial products department, Toronto
F. R. Johnson, merchandising manager, retail market, lamp department, Toronto
G. H. Wheatley, merchandising manager, C&I market, lamp department, Toronto
N. Hickling, manager, miniature lamp sales, Toronto
C. F. Colvin, manager, advertising and sales promotion, small appliance department, Barrie, Ontario

Top 25 Farm Paper Advertisers

Rank	Advertiser	Expenditure 1959	Expenditure 1958
1.	Ford Motor Co.	$ 1,856,956	$ 1,565,603
2.	General Motors Corp.	1,612,051	1,630,801
3.	International Harvester Co.	1,330,057	1,514,069
4.	American Cyanamid Co.	1,146,141	988,110
5.	J. I. Case Co.	971,772	976,974
6.	Ralston Purina Co.	839,687	714,472
7.	Deere & Co.	806,672	616,972
8.	Massey-Ferguson Inc.	768,801	868,205
9.	Chas. Pfizer & Co.	695,935	723,697
10.	Allis Chalmers Mfg. Co.	617,623	442,285
11.	Goodyear Tire & Rubber Co.	571,355	549,883
12.	Firestone Tire & Rubber Co.	553,374	425,313
13.	American Telephone & Telegraph	504,997	488,798
14.	General Electric Co.	476,195	376,481
15.	R. J. Reynolds Co.	461,386	401,126
16.	New Holland Machine Co.	430,720	333,802
17.	Eli Lilly & Co.	422,845	442,280
18.	Dr. Hess & Clark	416,915	293,833
19.	Chrysler Corp.	388,383	444,463
20.	DeKalb Agricultural Assn.	388,368	351,916
21.	Minneapolis Moline Co.	369,726	164,509
22.	Champion Spark Plug Co.	368,229	352,410
23.	Standard Brands	362,984	327,016
24.	Oliver Corp.	360,196	264,555
25.	Standard Oil Co. (Indiana)	323,473	266,940

Source: Farm Publication Reports

ADVERTISING AGENCY

MacLaren Advertising Co., Toronto—C. E. Brown, account supervisor; C. E. King, R. McBain, J. G. Butler, R. Westlake, D. N. Roe, G. L. Reneau and C. E. Brown, account executives.

CHEMICAL & METALLURGICAL DIVISION

MARKETING PERSONNEL

C. L. Chase, manager, advertising and sales promotion, chemical materials department, Pittsfield, Mass.
A. Doremus, manager, advertising and sales promotion, conduit products department, and wire and cable department, Bridgeport, Conn.
W. H. Lewellen, specialist, advertising and sales promotion, laminated products department, Coshocton, O.
J. W. Mason, manager, advertising and sales promotion, metallurgical products department, Detroit
R. A. Winter, manager, advertising and sales promotion, silicone products department, Waterford, N. Y.
J. E. Neuberger, manager, advertising and sales promotion, wiring device department, Providence
J. R. L. Holdsworth, specialist, advertising and sales promotion, insulating materials section (Schenectady, N. Y.)

Note: The conduit products department, wire and cable department and insulating materials department are serviced by the advertising and sales promotion department, apparatus sales division, Schenectady.

ADVERTISING AGENCIES

G. M. Basford Co., New York—chemical materials—Fred Messner, account supervisor; Mrs. Carol Perrin, account executive (chemical and metallurgical); Bob Wellborn, account supervisor; Ken Thompson, account executive (construction materials).

Ross Roy-Brooke, Smith, French & Dorrance, Detroit—metallurgical products—L. Grant Hamilton, account supervisor.

Ross Roy-Brooke, Smith, French & Dorrance, New York—Silicone products—Henry Larson, account executive.

Noyes & Co., Providence, R. I.—wiring device department—A. E. Van Wagner, account supervisor.

Jay H. Maish Co., Marion, O.—laminated products—W. J. Black, account executive.

COMPONENT PRODUCTS DIVISION

MARKETING PERSONNEL

R. A. Stewart, specialist, marketing, promotion, research, accessory equipment department, Bridgeport
P. D. Fitzgerald, specialist, advertising and sales promotion, appliance control department (Morrison, Ill.)
E. R. Searby, specialist, advertising and sales promotion, appliance motor department (DeKalb, Ill.)
J. M. McDermott, manager, advertising and sales promotion, ballast department (Danville, Ill.)
P. J. Dunn, specialist, advertising and sales promotion, gear motor and transmission components department (Paterson, N. J.)
W. F. Brunner, manager, marketing administration, research, advertising and sales promotion, general purpose component motor department (Ft. Wayne, Ind.)
D. G. Cochran, product planner, advertising and sales promotion, hermetic motor department (Holland, Mich.)
D. A. Hamilton, manager, advertising and sales promotion, small integral motor department (Ft. Wayne, Ind.)
W. H. Thompson, specialist, advertising and sales promotion, specialty motor department (Ft. Wayne, Ind.)
G. D. Dykhuizen, specialist, advertising and sales promotion, specialty transformer department (Ft. Wayne, Ind.)

Note: All departments except the accessory equipment are handled by the advertising and sales promotion department, apparatus sales division, Schenectady.

ADVERTISING AGENCY

G. M. Basford Co., New York—accessory equipment—A. A. MacLaren, account supervisor; D. Lamonica, account executive.

DEFENSE ELECTRONICS DIVISION

MARKETING PERSONNEL

J. L. Comer, manager, products information, light military electronics department, Utica, N. Y.
B. A. Mangum, manager, information services, defense systems department (Syracuse, N. Y.)
L. H. Naum, manager, advertising and sales promotion, heavy military electronics department (Syracuse, N. Y.)
C. J. Hoffman, manager, advertising and sales promotion, missile and space vehicle department (Philadelphia)
R. C. Sharp, manager, product information, ordnance department (Pittsfield, Mass.)
G. H. Floyd, manager, advertising and sales promotion, communication products department (Lynchburg, Va.)

Note: The defense systems department, heavy military electronics department, missile & space vehicle department, and ordnance department are serviced by the advertising and sales promotion department, apparatus sales division, Schenectady.

ADVERTISING AGENCY

deGarmo Inc., New York—light military electronics—John deGarmo, account supervisor; Len Caiola, account executive.

Ross Roy-Brooke, Smith, French & Dorrance, New York—communication products—Henry Larson, account executive.

ELECTRONIC COMPONENTS DIVISION

MARKETING PERSONNEL

W. A. Babcock, manager, advertising and sales promotion, power tube department, Schenectady, N. Y.
R. D. Kennedy, manager, advertising and sales promotion, receiving tube department, Owensboro, Ky.
S. R. Tedford, manager, advertising and sales promotion, semiconductor products department, Syracuse, N. Y.
R. E. McBride, manager, advertising and sales promotion, I&M operation, cathode ray tube department, Syracuse, N. Y.

ADVERTISING AGENCIES

Maxon Inc., New York—receiving tubes—Michael S. Mahony, account supervisor; A. L. Champigny, account executive.

Ross Roy-Brooke, Smith, French & Dorrance, New York—semiconductor products—Henry Larson, account executive.

HOTPOINT DIVISION
Chicago

MARKETING PERSONNEL

Advertising

D. D. Thompson, manager, advertising and sales promotion, home laundry department
L. J. DiAngelo, manager, advertising and sales promotion, kitchen appliance department
A. M. Utt, manager, advertising and sales promotion, refrigeration department
M. W. Johnson, manager, advertising, commercial equipment department
C. Grahame, manager, sales promotion and publicity, commercial equipment department

Commercial Equipment Department
Berwyn, Ill.

M. W. Johnson, manager, advertising and sales promotion, Chicago Heights

Note: This department is serviced by the advertising and sales promotion department, apparatus sales division, Schenectady.

ADVERTISING AGENCIES

Compton Advertising, New York—Hotpoint appliances—Paul Cooke, account supervisor; Howard Kuhn, account executive—creative; Don Carret, account executive—media.

HOUSEWARES & RADIO RECEIVER DIVISION
Bridgeport, Conn.

MARKETING PERSONNEL

M. M. Masterpool, manager, advertising and publicity
Gary Kirtland, manager, merchandising, automatic blanket and fan department
J. E. Clarke, manager, merchandising, portable appliance department
A. F. Forni, manager, merchandising, vacuum cleaner department
E. C. Pease, manager, merchandising, clock and timer department (Ashland, Mass.)

ADVERTISING AGENCIES

N. W. Ayer & Son, Philadelphia—clock and timer department—Paul Biklen, account supervisor; Richard Kress, account representative.

Young & Rubicam, New York—automatic blanket and fan, portable appliance, vacuum cleaner departments—Wilson H. Kierstead, account supervisor; Henry P. Stockbridge, account executive (blankets and fans); Edward J. Palmer and Patrick T. Ende, account executives (portable appliances); H. B. Hall, account executive (cleaners).

INDUSTRIAL ELECTRONICS DIVISION

MARKETING PERSONNEL

Roy Jordan, manager, advertising and sales promotion, computer department, Phoeniz, Ariz.
W. R. Petrie, manager, advertising and sales promotion, X-ray department, Milwaukee
L. R. Brickey, manager, advertising and sales promotion, industry control department (Roanoke, Va.)
P. M. Johnson, manager, advertising and sales promotion, instrument department (West Lynn, Mass.)
A. V. Brancati, manager, advertising and sales promotion, specialty control department (Waynesboro, Va.)

Note: The industry control department, instrument department, and specialty control department are serviced by the advertising and sales promotion department, apparatus sales division, Schenectady.

ADVERTISING AGENCIES

The McCarty Co., Los Angeles—computer department—W. H. Atwell, account executive.

Bresnick Co., Boston—instrument department (exposure meters)—Gerald D. Roscoe, account supervisor; Kenneth Clapp, account executive.

Klau-Van Pietersom-Dunlap, Milwaukee—X-ray department—Thomas F. Scannell Jr., account supervisor; Gilbert Goetz, account executive; John Larsen, associate account executive.

INTERNATIONAL GENERAL ELECTRIC CO. DIVISION
New York

MARKETING PERSONNEL

G. E. Kendall, manager, advertising and sales promotion
R. Sweeney, supervisor, advertising and sales promotion, producer goods export department
H. D. Hanshaw, specialist, advertising and sales promotion, Hotpoint, lamps, housewares, electric components
F. C. DeLorenzo, specialist, advertising and sales promotion, commercial products
E. J. David, specialist, advertising and sales promotion, major appliances

ADVERTISING AGENCY

Grant Advertising, New York—Sanford S. Clark, account supervisor; William Stockdale, account executive.

LAMP DIVISION
Cleveland

MARKETING PERSONNEL

M. R. King, manager, advertising and sales promotion, large lamp department
F. F. Schuhle, manager, advertising and sales promotion, miniature lamp department
T. H. Castle, specialist, advertising and sales promotion, photo lamp department
W. R. Becker, manager, marketing section, lamp glass department
E. D. Smith, specialist, advertising and sales promotion, lamp metals and components department
J. C. Boyter, manager, advertising and sales promotion, outdoor lighting department (Hendersonville, N. C.).

Note: The outdoor lighting department is serviced by the advertising and sales promotion department, apparatus sales division, Schenectady.

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, Cleveland—large lamps, miniature lamps, lamp metals and components, lamp glass department—Richard McGinnis, account supervisor; Richard Owen, account executive.

Foster & Davies, Cleveland—Christmas tree, Ozone and Germanium Lamps—M. R. Davies.

Grey Advertising, New York—photo lamps—Herbert D. Strauss, account supervisor; Thomas Armstrong, account executive.

MAJOR APPLIANCE DIVISION
Louisville, Ky.

MARKETING PERSONNEL

G. F. Kiewert, manager, advertising and sales promotion, room air conditioners
J. J. Heffernan, manager, advertising and sales promotion, central air conditioners (Tyler, Tex.)
E. Reichert, manager, advertising and sales promotion, dishwasher and Disposall department
J. G. Porter, manager, advertising and sales promotion, home laundry department
S. G. Stevens, manager, sales planning and advertising, refrigerators
R. R. Frederick, manager, sales planning and advertising, freezers
Gordon Smith, manager, advertising and sales promotion, range department
W. A. White, manager, advertising and

SAN DIEGO
CALIFORNIA
BUYS
MORE!

sales promotion, sales and distribution department

ADVERTISING AGENCIES

Erwin Wasey, Ruthrauff & Ryan, New York—central air conditioning—A. V. Lowe, account executive.

Young & Rubicam, New York—room air conditioners, dishwasher and Disposall, home laundry, household refrigerator, range, sales and distribution departments—Jerome Entis, supervisor, Robert Morenz, account executive (air conditioners); G. M. Miller, account supervisor, Jack Moorman, account executive (dishwasher and Disposall); G. M. Miller, account supervisor, Clint Wood, account executive (home laundry); Jerome Entis, account supervisor, William Brenna, account executive (household refrigerators); Jerome Entis, account supervisor; Philip Moloney, account executive (freezers).

RADIO & TELEVISION DIVISION

Utica, N. Y.

MARKETING PERSONNEL

N. R. Huey, manager, merchandising and sales promotion, radio receiver department

L. B. Garbin, specialist, advertising and sales promotion, phonographs

P. Sandhaus, specialist, merchandising, audio products department

D. O. Akridge, manager, advertising and sales promotion, tv receiver department (Electronics Park, Syracuse, N. Y.)

ADVERTISING AGENCIES

Maxon Inc., New York—radio receivers, phonographs—Michael S. Mahony, account supervisor; Dorothy Adams, account executive.

Young & Rubicam, New York—tv receivers, audio products—Henry Stockbridge, account supervisor; Bud Hall, account executive.

SWITCHGEAR AND CONTROL DIVISION

Plainville, N. Y.

MARKETING PERSONNEL

R. W. Dorsey, manager, advertising and sales promotion, circuit protective devices department

R. D. Fitzpatrick, manager, advertising and sales promotion, distribution assemblies department

A. G. Davidson Jr., manager, advertising and sales promotion, general purpose control department (Bloomington, Ill.)

W. L. Teeple, manager, advertising and sales promotion, high voltage switchgear department (Philadelphia)

J. M. Warner, manager, advertising and sales promotion, low voltage switchgear department (Philadelphia)

J. O. Cook, manager, advertising and sales promotion, medium voltage switchgear department (Philadelphia)

Note: The general purpose control department, high voltage switchgear department, medium voltage switchgear department, and low voltage switchgear department are serviced by the advertising and sales promotion department, apparatus sales division, Schenectady.

ADVERTISING AGENCY

Ross Roy-Brooke, Smith, French & Dorrance, New York—circuit protective devices and distribution assemblies—Henry Larson, account executive.

APPARATUS SALES DIVISION

Advertising and Sales Promotion Department
Schenectady, N. Y.

MARKETING PERSONNEL

R. B. Reid, advertising and sales promotion manager

C. K. Emery, media planning manager

ADVERTISING AGENCY

George R. Nelson Inc., Schenectady—advertising and sales promotion department, apparatus sales division; classified and recruitment advertising—Robert S. Cragin, account supervisor.

The following departments are serviced by the aforementioned advertising and sales promotion department, apparatus sales division, Schenectady, N. Y.:

ATOMIC PRODUCTS DIVISION

MARKETING PERSONNEL

H. A. Beaudoin, manager, advertising, sales promotion and public relations, atomic power equipment department (San Jose, Cal.)

FLIGHT PROPULSION DIVISION

MARKETING PERSONNEL

E. B. Delson, manager, reports and publications, aircraft propulsion department (Cincinnati)

P. Schratter, manager, product information, aircraft accessory turbine department (West Lynn, Mass.)

R. E. Howe, manager, product information, marketing section, flight propulsion laboratory department (Cincinnati)

W. G. McGarry, manager, promotion and publicity, large jet engine department (Cincinnati)

L. M. Wood, manager, sales support, small aircraft engine department (West Lynn, Mass.)

MOTOR AND GENERATOR DIVISION

MARKETING PERSONNEL

C. E. Geary, manager, advertising and sales promotion, direct current motor and generator department (Erie, Pa.)

G. D. Harbottle, specialist, advertising and sales promotion, industrial heating department (Shelbyville, Ind.)

R. C. Alexander, supervisor, advertising and sales promotion, large motor and generator department (Schenectady, N. Y.)

H. E. Smith, manager, advertising and sales promotion, medium AC motor and generator department (Schenectady, N. Y.)

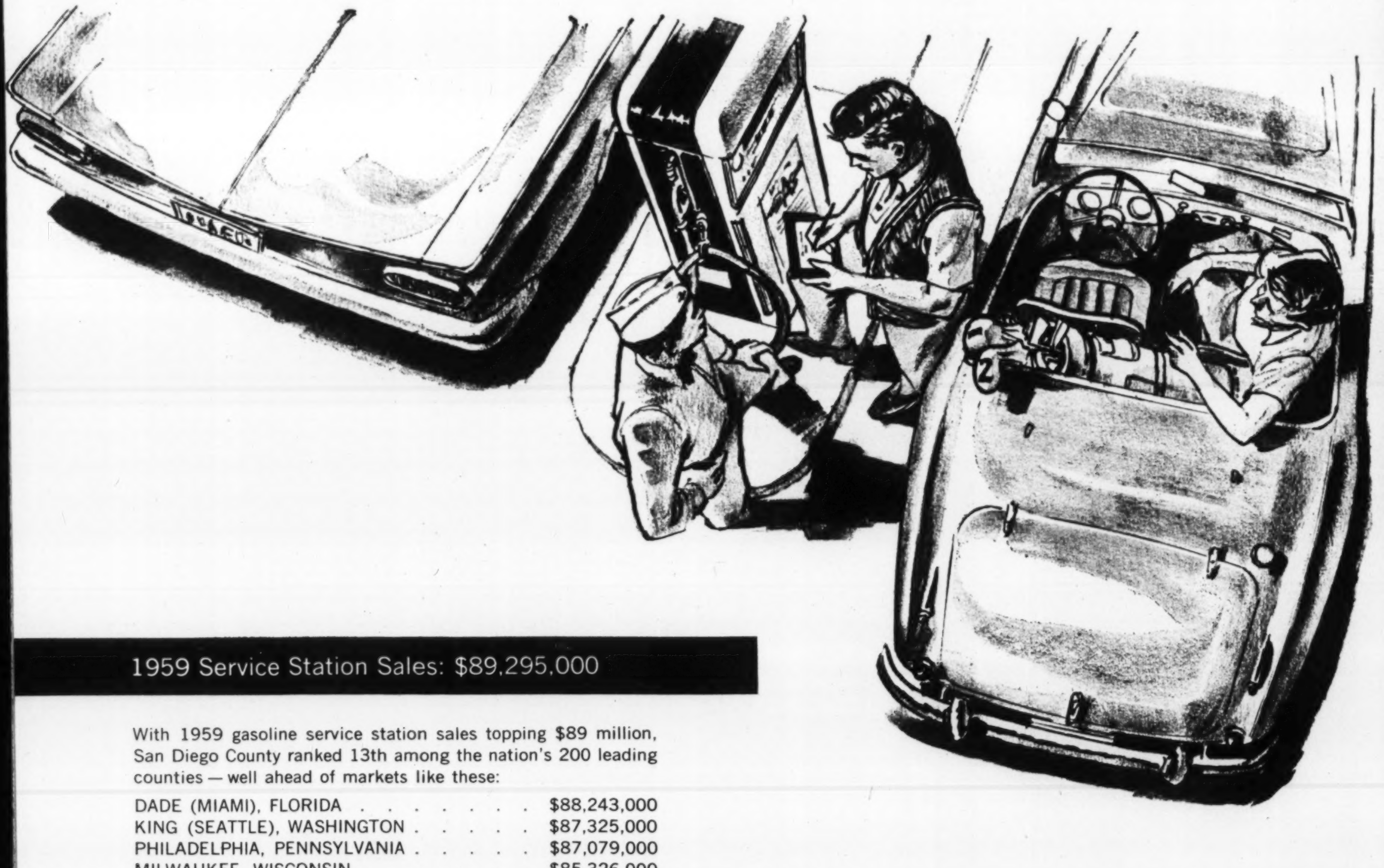
J. A. Rosman, specialist, advertising and sales promotion, small AC motor and generator department (Schenectady, N. Y.)

B. H. Murphy, manager, locomotive advertising and sales promotion, locomotive and car equipment department department (Erie, Pa.)

R. L. Bowersox, specialist, equipment advertising and sales promotion, locomotive and car equipment department (Erie, Pa.)

B. Smith, specialist, advertising and sales

IN MEXICO
Revlon
is a client
of
NOBLE ADVERTISING CO.
PLAZA DE LA REPUBLICA 26, MEXICO 1, D. F.



1959 Service Station Sales: $89,295,000

With 1959 gasoline service station sales topping $89 million, San Diego County ranked 13th among the nation's 200 leading counties — well ahead of markets like these:

DADE (MIAMI), FLORIDA	$88,243,000
KING (SEATTLE), WASHINGTON	$87,325,000
PHILADELPHIA, PENNSYLVANIA	$87,079,000
MILWAUKEE, WISCONSIN	$85,326,000

Gasoline or crepe de Chine — whatever you're selling, you'll sell San Diego best through the market's two metropolitan dailies: **The San Diego Union** and **Evening Tribune.** Combined daily circulation exceeds 200,000 (227,678 ABC 3/31/60). Family readership (evening-and-Sunday combination) is 86.9%.

SALES ESTIMATES COPYRIGHTED 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER."

The San Diego Union | *EVENING TRIBUNE*

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

GENERAL
WAREHOUSE NO-3
DA
DA
DA
DA
DA
MAP
MARKETING

CHILTON'S

Distribution Age and its M-A-P help you sell a 3-in-1 market:

TRANSPORTATION
WAREHOUSING
MATERIALS HANDLING

The one magazine of physical distribution is Distribution Age.

The major source of complete marketing help in the constantly growing 3-sided market is Distribution Age's M-A-P.

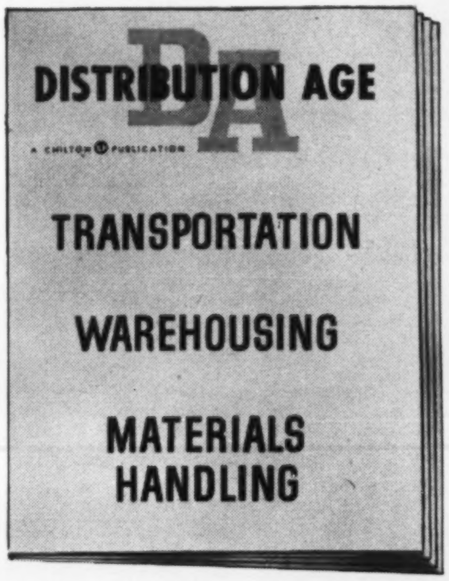
This comprehensive Marketing Assistance Program can put you directly in touch with the men responsible for air, highway, rail and water transportation; public and private warehousing; and the handling of raw, semifinished and finished materials and products.

Published information available to you includes a complete Directory and Census of Physical Distribution Function, a profile of today's industrial traffic manager, Annual Warehouse Directory, Transportation Annual, Industrial Truck Specifications, a study on how to build a warehouse, and media facts.

Prime contributions by Distribution Age to industry include the Piggy-Back Routing Guide, Birdy-Back Guide, Fishy-Back Guide and the Highway Quick Router. These are Distribution Age editorial firsts. They will be emphasized in the Transportation Annual for October 1960.

Distribution Age combines editorial excellence, quality-controlled circulation, and marketing assistance in depth to offer you a unique marketing opportunity in the 3-in-1 physical distribution market. See your Distribution Age representative now.

DISTRIBUTION AGE has a qualified circulation of more than 27,000 among executives concerned with physical distribution and handling of raw, semifinished and finished commodities. Published monthly, it reports and interprets the latest news in transportation, warehousing, packaging and materials handling, with editorial emphasis on efficient handling and low-cost distribution.



DA
DISTRIBUTION AGE
A CHILTON PUBLICATION
TRANSPORTATION
WAREHOUSING
MATERIALS HANDLING

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

NBP

DISTRIBUTION AGE

promotion, parts section, locomotive and car equipment department (Erie, Pa.)

ADVERTISING AGENCY

Gotham-Vladimir Advertising, New York—export advertising for locomotive and car equipment department—Daniel C. Kaufherr, account executive.

TRANSFORMER DIVISION

MARKETING PERSONNEL

P. N. Goldthwaite, manager, advertising and sales promotion, capacitor department (Hudson Falls, N. Y.)
J. L. Richardson, manager, advertising and sales promotion, distribution transformer department (Pittsfield, Mass.)
G. L. Donovan, manager, advertising and sales promotion, medium transformer department (Rome, Ga.)
A. E. Lindholm, manager, advertising and sales promotion, meter department (Somersworth, N. H.)
D. R. Dalzell, manager, advertising and sales promotion, power transformer department (Pittsfield, Mass.)
R. A. Chatterley, specialist, advertising and sales promotion, voltage regulator product section (Pittsfield)
F. R. McVicker, manager, advertising and sales promotion, insulator department (Baltimore)

TURBINE DIVISION

MARKETING PERSONNEL

C. G. Jameson, specialist, advertising and sales promotion, foundry department (Schenectady)
K. T. Lewis, advertising and sales promotion, gas turbine department (Schenectady)
C. S. McBride, manager, advertising and sales promotion, large steam turbine-generator department (Schenectady)
J. R. Frazier, specialist, advertising and sales promotion, medium steam turbine, generator and gear department (West Lynn, Mass.)
L. W. Gilmartin, specialist, advertising and sales promotion, small steam turbine department (Fitchburg, Mass.)

MAIL ORDER ADVERTISERS

Your advertising in the November issue of THE ROTARIAN will reach an audience of *ONE-HALF MILLION*.

Don't overlook this important quality minded consumer market.

- average annual income over $14,000
- 85% own homes. In addition . . .
- 17% have country or resort homes

Schedule your ad in the new "SHOPPERS' WORLD" before September 19th closing.

For Particulars Write:

Advertising Department
THE ROTARIAN
1600 Ridge Avenue
Evanston, Illinois

GRAVY TRAIN
MINUTE RICE
JELL-O
SWANS DOWN FLOUR
BIRDS EYE
MAXWELL HOUSE
FRIENDS OF YOUR FAMILY

GF BLUE-CHIPS—*Assembled above are the brand name products backed by more than $100,000,000 of General Foods advertising in 1959.*

General Foods Corp.

	1959†	1958
Sales	$1,087,076,000	$1,052,964,000
Earnings	61,071,000	54,145,000
Advertising	103,000,000*	90,000,000*

†Fiscal year ended March 31, 1960
*Estimated by AA

General Foods Corp., White Plains, N. Y., the nation's third largest advertiser, once again increased its advertising sharply in 1959 and once again had the best sales and earnings year in its history. GF spent an estimated $103,000,000 on advertising in the U. S., compared with an estimated $90,000,000 in 1958.

These figures are below the official ones reported by the company. GF said it invested "nearly $110,000,000" in worldwide advertising in its fiscal year ended last March 31; it reported $96,000,000 for the previous year. ADVERTISING AGE has subtracted from these figures the amounts estimated to have been spent by GF in markets outside the U. S.

■ General Foods is the nation's largest food packager. It markets some 250 food products under more than 30 brand names. It is one of the few U. S. food companies with sales in excess of $1 billion. Its sales have increased every year of the past decade. Its earnings have gone up every year for the past eight years. Since 1952, volume has nearly doubled while earnings have tripled.

In its fiscal year ended March 31, GF had a sales gain of 3.2% and an earnings gain of 12.8% (compared with the advertising increase of 14.6%). In the three months ended June 30, sales rose another 6.9% and earnings soared 9.7% to a new alltime first quarter high of $16,150,000.

New products—heavily promoted—have been the key to GF's seemingly endless expansion. The company defines "newness" as "a major GF management objective." In 1959, some three dozen new products were marketed, among them:

- Four Birds Eye frozen food packages—meat loaf, beef steak, fish dinners and chill-ripe punch.
- Four Swans Down cake mixes—Hawaiian angel food, apple spice, sugar maple and chocolate orange.
- Baker's lemon chips, an ingredient for candy and cookies.
- Jell-O chocolate mint pudding and pie filling.
- Kool-Aid pineapple-grapefruit, 12th flavor in the line.
- Good Seasons onion salad dressing mix.
- Gravy Train, a dry dog food that makes its own gravy.

■ Two entirely new product lines were test marketed: Birds Eye frozen instant baby foods, a 17-product line, and New Horizon foods, a line of dehydrated products containing protein kernels. The first entries in the New Horizon line were Italian Casserole (a main-dish meal with the addition of tomato paste and water) and Instant Buffay, a brown rice product.

A variety of other products went into test markets or limited distribution, among them five other Birds Eye packages (one of them instant whipped potatoes), two new Swans Down mixes, two new Jell-O tapioca flavors, Minute Brown Rice, Maxwell House Western Blend (a darker, more robust blend for the West Coast), Twist (a Vitamin C-fortified soft drink mix), Post Oat flakes, S.O.S. Handigrips and Nectar pancake syrup.

■ In addition, GF expanded to the eastern seaboard and selected midwest markets the distribution and promotion of regular and instant Yuban coffees, a premium brand previously sold mainly in southern California.

On the debit side, GF discontinued the retail sale of Gourmet foods because of lack of consumer demand.

GF also expanded during the year via the acquisition route. It bought Hostess Food Products Ltd., Canadian potato chip producer; acquired a majority interest in Etablissements Pierre Lemmonier S.A., French coffee roaster; went into the ice cream and confectionery business in Brazil with purchase of a majority interest in Cia. Harkson Industria e Commercio Kibon; bought Industrial Fenix S.A., Mexican candy company; and acquired California Vegetable Concentrates Inc., producer of quality dehydrated vegetables.

Charles G. Mortimer, chairman, paid special attention to the California acquisition at the company's annual meeting last month, pointing out that dehydration has "special significance in connection with new product developments."

■ The most heavily promoted product in the GF stable during 1959 was Instant Maxwell House coffee, with a budget in the neighborhood of $10,000,000.

The multi-product Post cereal line was advertised to the tune of

---

Orlando Air Travel Reaches New Peak

Orlando Sentinel

JACKSONVILLE
ORLANDO
CAPE CANAVERAL
TAMPA
MIAMI
Gateway to the MOON

Vol. 76—No. 38 ☆ ☆ ☆ Orlando, Florida, Tuesday, June 21, 1960 TELEPHONE GArden 3-4411 10 Cts. 32 Pages

A Mighty 123.8 Pct. Climb In Only 10 Years

Orlando Growth Tops The U.S.

Miami Toll Road To Be Extended To Orlando

Central Floridians will be able to drive to Miami non-stop by midsummer of 1962.

That was the hope held out by Florida Turnpike Chmn. Thomas B. Manuel's announcement that financing arrangements for extending the bobtailed turnpike from Ft. Pierce to Orlando have now been worked out.

Gov. LeRoy Collins "approved the recommendation of the turnpike authority that the authority enter into an agreement with Shearson, Hammill & Co. of New York, nationally known underwriters and distributors of state and municipal revenue bonds, to purchase the bonds for the extension of the turnpike," Manuel said.

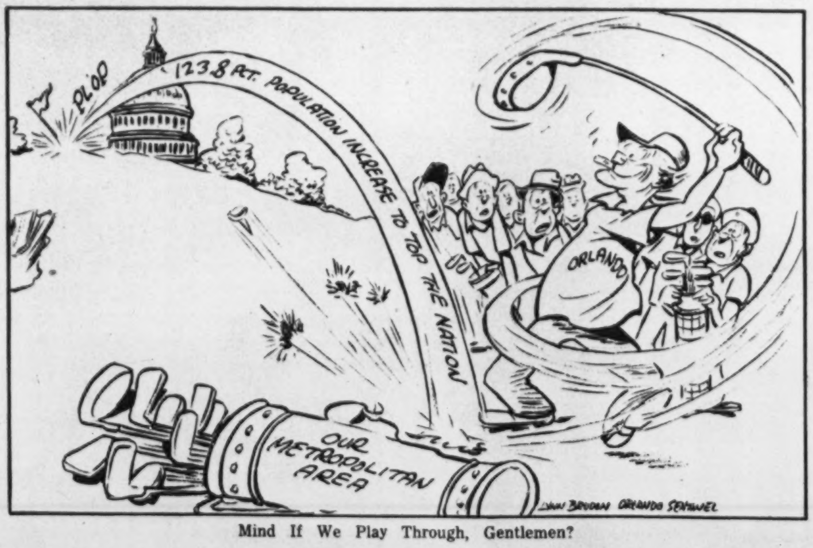
The governor's authorization removes the last remaining barrier to the extension of the road to Orlando.

COST OF THE extension is estimated at between $50 and $55 million, "depending upon the amount of reserves and contingencies required by the engineers and bankers to make bonds ready salable."

Shearson, Hammill agreed to purchase the bonds in 30 days after they are validated by the state supreme court and to post $100,000 with the authority as evidence of good faith, Manuel said.

Building Permits Over $7.8 Million For Month

The five-county Central Florida area issued building permits totaling $7,842,020 during the month. Real estate sales of $24,162,368 were reported for the same period.


PLOP
123.8 PCT. POPULATION INCREASE TO TOP THE NATION
ORLANDO
OUR METROPOLITAN AREA
JOHN BRUBAN ORLANDO SENTINEL

Mind If We Play Through, Gentlemen?

Census Puts Orlando At 317,412

WASHINGTON (UPI) The metropolitan growth of Orlando during the past decade—a 123.8 pct. increase to 317,412 persons—was the greatest of any city in the nation, the Census Bureau announced yesterday.

San Jose, Calif. was a close second with a 120.1 pct. increase.

The bureau said the number of persons living in the suburban satellites of the nation's cities jumped from a little over 36 million in 1950 to 53,255,047 in 1960, with the rise representing an increase of 47.2 pct. and accounting for a whopping share of the 26,407,392 population spurt for the nation as a whole.

Area Bank Deposits Hit $640 Million

By DAVE HOWELL
Staff Writer

Deposits in Central Florida banks and savings and loan associations totaled $640,731,823.12 at the end of May, according to the Central Florida Business Barometer published for the first time by the Greater Orlando Chamber of Commerce.

Other May totals for the five-county Central Florida area show bank clearings of $478,213,685.54; real estate sales of $24,162,368 and sales and use tax collections of $1,222,200.32.

$15,000,000. Jell-O branded products also got support in excess of $10,000,000. Tang, GF's instant orange drink, got $5,000,000 backing.

Two lines with greatly increased budgets in 1959 were Kool-Aid and Yuban. The Kool-Aid budget was increased 60% to promote the line on a year-'round basis; expenditures were in excess of $1,000,000. Yuban began moving into eastern markets toward the end of the year and advertising soared over the $3,000,000 mark, with the 1960 budget expected to be at least double this amount.

In the fall of 1959 GF joined with Random House in a $2,000,000 joint campaign for the new General Foods Kitchens cookbook issued in November.

■ GF brand positions are strong. The company is No. 1 in coffee (Maxwell House Instant has an estimated 40% of the market) and frozen foods; it runs second in dry cereals (to Kellogg) and dry dog food; and it is No. 1 in gelatin desserts (Jell-O comes close to being generic), baking chocolate, packaged coconut, tapioca, cake flour, blended maple syrup, pectins, regular and instant puddings, soft drink powder, salad dressing mixes and bluing flakes.

The most significant shift in media usage last year was the virtual doubling of expenditures in magazines to a total of $10,295,444. Newspaper expenditures dropped slightly and television remained the company's No. 1 medium. Counting time, production and talent costs, GF invested about $60,000,000 in tv during 1959.

■ Top-level management shifts were made in 1959. Charles G. Mortimer, president since 1954, was elected chairman and continues as chief executive officer. Wayne C. Marks, formerly exec vp, was named president. Herbert M. Cleaves, formerly vp and general manager of the Jell-O division, Chauncey W. Cook, formerly vp and general manager of the Maxwell House division, and John A. Sargent, formerly vp-finance, were appointed exec vps. Mr. Cleaves, like Mr. Mortimer, came up through the marketing end of the business.

The new general manager of the Jell-O division is E. Burke Giblin, promoted from operations manager. Arthur E. Larkin Jr. was promoted from marketing manager to general manager of the Maxwell House division. Both were recently elected vps.

General Foods has not made an agency change since the appointment of Ogilvy, Benson & Mather as its fourth agency in 1958. AA estimates that GF's commissionable billings in 1959 broke down as follows: Benton & Bowles and Young & Rubicam, approximately $32,000,000 each; Foote, Cone & Belding, $8,000,000; Ogilvy, Benson & Mather, $3,000,000.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 13,738,272	$ 14,193,039
Magazines	10,295,444	5,681,282
Farm Publications	225,466	156,989
Business Publications	248,000	279,400
Network Television	20,890,321	20,773,118
Spot Television	14,599,400	11,020,780
Spot Radio	705,000	550,000
Outdoor	361,721	655,822
Total Measured	61,063,624	53,270,430
Total Unmeasured	41,936,376	36,729,570
Estimated Total Expenditure	103,000,000	90,000,000

MARKETING PERSONNEL

R. H. Bennett, vp, marketing
Edwin W. Ebel, vp, advertising services
R. C. Eldridge, director, trade services
B. R. Panettiere, director, research services
H. A. Dingwall, director, broadcast programming
A. O. Knowlton, director, media coordination
F. J. Harvey, manager, advertising controls
R. H. Davidson, director, corporate product development

BIRDS EYE DIVISION

MARKETING PERSONNEL

F. J. Otterbein, vp and general manager
J. D. North, assistant general manager-marketing
W. P. Casey, advertising and merchandising manager
H. F. Lochrie, advertising manager
W. J. Morrissey, sales development manager
John F. Curran, sales promotion manager
J. J. Flanigan, marketing services manager
R. E. Garside, national sales manager
A. C. Knudsen, product group manager—fruits, vegetables, potatoes & concentrates
W. G. Mundy, product group manager—prepared foods
E. W. Gutelius, product manager, vegetables
M. G. Reilly, product manager—fruits & potatoes
H. S. Madsen, product manager—frozen concentrates
H. P. Maeder, product manager, prepared dinners & pies
T. R. Hickey, product manager—prepared fish & poultry
F. W. Luttman, new products development manager
J. W. Weston, product manager—new products
J. C. Harkins, sales manager, institutional and bulk

ADVERTISING AGENCIES

Young & Rubicam—New York—All Birds Eye products except baby foods—Charles Fleischmann, account supervisor; Joseph Devine, Walter Silbersack and John Smith, account executives.

Benton & Bowles, New York—Birds Eye Instant baby foods—John Anderson, account supervisor; Rod Turner, account executive.

ELECTRICOOKER DIVISION

MARKETING PERSONNEL

Paul W. Shepherd, general manager
T. H. Lynch, assistant to sales manager

ADVERTISING AGENCY

Young & Rubicam, New York—Kernel-Fresh nuts—Charles Fleischmann, account supervisor.

GENERAL FOODS KITCHENS

MARKETING PERSONNEL

Ellen-Ann Dunham, vp
W. P. Brown, sales and advertising manager
J. M. McVoy, assistant sales and advertising manager

ADVERTISING AGENCY

Young & Rubicam, New York—Edward Ney, account supervisor; Milton Monroe, account executive.

INSTITUTIONAL PRODUCTS DIVISION

MARKETING PERSONNEL

Russell Kramer, general manager
J. J. Gannon, marketing manager
J. P. Kelley, market planning manager
S. G. McMillan, national sales manager
D. J. Hopwood, product group manager—food products
E. H. Rea, product group manager—coffee & vending products

ADVERTISING AGENCY

Benton & Bowles, New York—all institutional packs—Ted Levenson, management supervisor; Donald Waterous, account executive.

INTERNATIONAL DIVISION

MARKETING PERSONNEL

James P. Delafield, president and general manager
R. R. Bachman, marketing manager, Latin America
J. P. Ortega, sales and advertising manager, South America and Central America
M. B. Vos, sales and advertising manager, Caribbean and Mexico
R. E. Dillon, merchandising manager, Caribbean and Mexico
J. R. McDonald, merchandising manager, South America and Central America
R. L. Grosjean, director, Africa and Asia
R. D. Buchanan, manager, Hawaii, Alaska and overseas military sales
W. I. McGirr, sales and advertising manager, Middle East, Far East and South Africa
T. T. Gaffney, merchandising manager, Hawaii, Alaska and Guam
M. M. Bonds, manager, export sales, staff coordinator European area
J. D. Griffin, manager, export services

ADVERTISING AGENCIES

General Foods reports that the international division uses the services of the company's four U. S. agencies (Y&R, B&B, OBM and FC&B). However, the bulk of its $7,000,000 international advertising investment was made locally through overseas subsidiaries. The principal GF agency abroad is Young & Rubicam, which services the account in the Caribbean, Mexico, Great Britain and Germany.

ADVERTISING AGENCY

Young & Rubicam, New York—Ward Hagan, account supervisor.

JELL-O DIVISION

MARKETING PERSONNEL

E. B. Giblin, vp and general manager
G. R. Plass, marketing manager
J. J. Darling, advertising & merchandising manager
Arthur S. Pearson, market research manager
William F. Gilroy, organization development manager

Product Managers

G. H. Blake, product group manager, coconut & laundry aids, Dream Whip, syrups & pectins
E. C. Breeding, coconut & laundry aids
D. P. Landvogt, Dream Whip
R. E. Haynes, syrups & pectins

Product Managers

W. P. Dunham, product group manager, Swans Down cake flour & angel food mixes, Swans Down cake mixes
C. B. Butler, Swans Down cake flour & angel food mixes
P. C. Ward, Swans Down cake mixes

Product Managers

W. K. Ellis Jr., product group manager, Walter Baker products, Horizon foods
F. I. Mullin Jr., Walter Baker products
R. P. Kolesik, Horizon foods

Product Managers

G. G. Exo, product group manager, Minute potatoes, Minute rice products, Minute tapioca & Calumet
J. B. Dillingham, Minute potatoe products
F. A. Baxter, Minute rice products
R. E. Jones, Minute tapioca & Calumet

Product Managers

W. A. Witham, product group manager, Jell-O puddings, pie fillings, chiffon pie fillings, instant pudding, tapioca puddings, D-Zerta products and Jell-O gelatin
R. C. Littauer, Jell-O puddings & pie fillings & chiffon pie fillings
D. P. Jaicks, Jell-O instant pudding, tapioca puddings & D-Zerta products
R. F. Whitburn, Jell-O gelatin

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Walter Baker chocolate products, Minute Potatoes, Calumet baking powder and D-Zerta—William E. Chambers, management representative; George Milliken, account supervisor.

Young & Rubicam, New York—all Jell-O products, New Horizon Foods, Baker's coconut, Log Cabin syrup, Maple-Del syrup, Wigwam syrup, La France bluing, Satina, Certo, Sure-Jell, Minute Rice, Minute Tapioca, Dream Whip, all Swans Down products—Lu Weil, Edward Ney and Roscoe Sturges, account supervisors.

MAXWELL HOUSE DIVISION

MARKETING PERSONNEL

A. E. Larkin, vp and general manager
M. C. Baker, advertising & merchandising manager
T. S. Thompson, national sales manager
J. Alar, product manager, Maxwell House & Bliss coffees
J. W. Andrews, product manager, Instant Maxwell House
A. A. Appert, product manager, Sanka & Instant Sanka
V. A. Bonomo, product manager, Yuban
E. N. Anderson, new product manager

ADVERTISING AGENCIES

Benton & Bowles, New York—Instant Maxwell House, Yuban ground & instant coffee—Ted Levenson, management supervisor, Instant Maxwell House; Herbert Arnold and Henry Ross, account executives; Bud Miller, account supervisor, Yuban; Al Cuddeback and David Pyle, account executives.

Ogilvy, Benson & Mather, New York—Maxwell House ground coffee and Bliss coffee—William E. Phillips, account executive.

Young & Rubicam, New York—Sanka coffees—James Benedict, William Clark and Walter Chamberlain, account executives.

PERKINS DIVISION

MARKETING PERSONNEL

Edmund F. Fitzmaurice, general manager
Robert H. Dills, national sales manager
M. R. Bohm, marketing manager
J. H. Giroux, advertising and merchandising manager, food products
R. F. Moriarty, advertising and merchandising manager, non-food products
J. W. Grant, product manager, Kool-Aid
J. S. Welles, product manager, Good Seasons Salad Dressing Mix
R. W. Stevens, new product manager
E. S. Lang, product manager, Tuffy and cleanser products
W. A. Fitzgerald, product manager, S.O.S. scouring pads
A. D. Barrett, new product manager

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—Kool-Aid, Good Seasons, S.O.S., Tuffy, Handigrips—Arthur S. Schultz, account supervisor; Duayne Bogie (Kool-Aid), John F. Bresnehan (Good Seasons), Earle Dugan (S.O.S.) and Wayne Fickinger (Tuffy), account executives.

Young & Rubicam—new food products.

Ogilvy, Benson & Mather—new non-food products.

A GREAT NEW
WHITE CAKE MIX
FROM BETTY CROCKER

SPECTACULAR—*This is the first page of a fall print "spectacular"—a six-page color ad for Betty Crocker cake mixes to appear Sept. 11 in Family Weekly, Parade, This Week Magazine and independent supplements.*

POST DIVISION

MARKETING PERSONNEL

G. M. Laimbeer, vp and general manager
H. R. Bloomquist, marketing manager
R. W. Little, market research manager
G. Zehder, product planning manager
W. R. Booth, national sales manager
R. P. Campbell, advertising manager
F. K. Smart, group advertising manager, cereals
W. L. Jackson, group advertising manager, dog foods
G. R. Mohler, group advertising manager, beverages

ADVERTISING AGENCIES

Benton & Bowles, New York—Post cereals & Gaines dog foods—Quentin McDonald, account supervisor, cereals; Robert Diserens, Ray Perkins, Peter Gagarin, William Suessbrick, account executives; Bruce Allen, account supervisor, dog foods; Robert Harris and Thomas Mahon, account executives.

Young & Rubicam, New York—Tang and Instant Postum—Frank Yahner, account supervisor; Ray Jones, account executive, Tang; Mason Plank, account executive, Postum.

General Mills Inc.

	1959†	1958
Sales	$537,818,050	$545,998,493
Earnings	11,515,150	16,817,466
Advertising	$35,500,000*	33,206,000*

†Fiscal year ended May 31, 1960
*Estimated by AA

General Mills Inc., Minneapolis, the 16th largest national advertiser and the largest flour miller, is estimated by ADVERTISING AGE to have boosted advertising expenditures 7% to $35,500,000 in 1959.

The 1958 estimate was up 30% over 1957.

Most noteworthy shifts in emphasis in 1959 were increases of more than $2,000,000 in both network television and newspapers and a cut of nearly $2,000,000 in magazines.

■ After nearly a decade of virtually uninterrupted growth, General Mills' sales in the fiscal year ended last May 31 dipped 1% to $537,818,050 from the previous year, which had set a record in sales and earnings. Earnings dropped 31% to $11,515,150.

Gerald S. Kennedy, chairman, and Charles H. Bell, president, attributed the earnings dip to "intense competition in flour, feed, cake mix, pet food and soybean operations, which significantly reduced profit margins." Despite this, they reported, all but one of the company's seven operating divisions operated profitably. Only the feed division showed a loss, "suffering from the depressed economy in the poultry industry."

■ Major developments during the past year at General Mills underscored the company's trend to wider diversification. Four companies were acquired: Latham & Co. Ltd., English cake mix and corn flake manufacturer; American Crab Meat Co., Boston, maker of 3 Little Kittens cat food; Magnaflux Corp., Chicago, leader in the field of materials inspection and testing, and Daven Co., Livingston, N.J., a supplier of components and instruments in the electronics industry. The company also extended its overseas flour milling operations through an arrangement for production of Gold Medal flour in Guatemala.

Among the company's principal national consumer products are Bisquick, Gold Medal Kitchen Tested flour and the Betty Crocker brands of cake mixes, frosting mixes, pie crust, cream puff, muffin, pancake, cookie and pizza mixes, Betty Crocker refrigerated biscuits, instant mashed potatoes and Betty Crocker cook books; cereals such as Wheaties, Cheerios, Jets, Trix, Kix, Cocoa Puffs, Frosty O's; Larro feeds; O-Cello sponges; Durum products, a line of bakers flours, export flours and institutional products.

General Mills also has a number of regional products including Gravy Magic, several Betty Crocker cereals; cake mixes; instant potatoes; Sperry, Red Band, Red Star, Rex, White Deer, PurAsnow and La Pina flours; Spratt's Surechamp and 3 Little Kittens pet foods; and Puffin refrigerated biscuits. Through the Latham acquisitions, the company markets Cakeoma cake mixes and Cracka-Jack corn flakes in England.

The seven General Mills' operating divisions are grocery products, flour, feed, chemical, mechanical, oilseeds and special commodities.

■ General Mills, a marketer perpetually on its toes, was active again during 1959 and 1960 introducing new products.

New food products introduced nationally were Betty Crocker lemon fluff frosting mix, Betty Crocker instant mashed potatoes and two new cereals—Frosty O's and Twinkles, which reached national distribution last month. Food products launched on a regional basis were Betty Crocker Gravy Magic, Betty Crocker hot toasted 40% bran, Betty Crocker au gratin potatoes and Betty Crocker scalloped potatoes.

The company's line of pet foods was expanded with the acquisition of American Crab Meat Co., Boston, maker of the 3 Little Kittens cat food. Surechamp dog food, introduced to the retail trade nationally two years ago, was temporarily restored to its original status as a regional retail product in the western states. Although Surechamp has been popular with pet food buyers in western states for a number of years, it did not make the anticipated breakthrough on the national scene.

■ Latham Foods Ltd., the company's subsidiary in England, introduced the Betty Crocker cake mix line in a limited number of London retail markets and reformulated its own line of Cakeoma and other mixes. A Cakeoma scone mix (similar to Bisquick), was introduced.

In Canada, two new products, Frosty O's and Rice-Corn flakes were introduced.

Two household specialties, Kitchen Pal, a scouring sponge, and Tub 'n Sink, a bathroom set, were launched in the U. S.

Because of the constant fight for space on grocers' shelves, General Mills operates on the theory that new products must be introduced to keep abreast of competition, and at the same time it is necessary to keep its line streamlined, so it also removed several products from distribution.

During 1959-'60 General Mills entered into contract production of broilers, turkeys and eggs, putting more emphasis on the marketing of the end products of feed consumption, an important concern of the feed division. A General Mills-owned and operated egg processing plant was opened at Jackson, Miss. The home service department launched a major feed division program to promote use of farm products in the home.

■ A good part of the General Mills ad budget goes into tie-in promotions with other advertisers. A few of the 1959 such campaigns were:

- As part of a $100,000 drive to mark the 10th anniversary of its Brown 'n Serve process, General Mills tied in with Brer Rabbit molasses, Breast O'Chicken tuna and Ekco-Alcoa containers in a November promotion featuring recipes from the new Betty Crocker recipe booklet to be distributed with Brown 'n Serve rolls. Also late last year the company held its annual Betty Crocker instant pie crust mix—Borden's None Such mince meat promotion and its second annual Bisquick-Fleischmann's yeast promotion.
- Among early 1960 co-op promotion was a coupon drive for Westinghouse's spoutless coffee maker and General Mills' Softasilk cake flour; labeled a leap year promotion, the ads featured the coffee maker and a heart shaped cake made of Softasilk. Another promotion for Art Instruction Inc. and General Mills refreigerated foods showed how commercial artists created a Betty Crocker ad and the ad itself.
- The American Dairy Assn., General Mills, Montgomery Ward & Co., Cannon Mills, Martin-Senour Co. and Coates & Clark's tied in on a "butter yellow" spring drive.
- General Mills launched a "Perfect Partners" promotion in cooperation with Minute Maid Corp.
- Upcoming this fall will be a "back-to-pancake" season with a "silver dollar pancake and syrup" promotion, sponsored by General Mills' Bisquick and Vermont Maid maple syrup.

■ General Mills consumer activities—handled largely through its grocery products division—do not represent all the company's business by any means. The company, through its flour division, is one of the nation's largest suppliers of flour to the baking industry. The company is extremely enthusiastic about what it calls "the most revolutionary development in the flour milling industry in 50 years"—introduction of the Bellera Air Spun process of milling. The Bellera process is in essence a new direct flow "Air Spun method" for breaking down and processing wheat into flour, which reduces the "miles" of handling and the multitude of steps formerly required in milling.

The feed division placed new beef cattle, dairy and sheep feeds on the market, and added a new pet food nutritional laboratory to facilities at the research farm.

The chemical division sells specialty organic chemicals used commercially in a variety of ways—to extract uranium, vanadium and other exotic metals in formulating cosmetics and shampoos; as raw materials for fungicides and bactericides; in petroleum production, and in manufacture of synthetic rubber and other polymers.

The mechanical division, which works in electronics and mechanics, largely under government contracts, was expanded with the purchase of Magnaflux Corp.

■ The oilseeds division produces an increasing amount of specialty products, such as ReleasaGen, a compound used in plastic molding; Epoxygen, an expoxidized soybean oil, and a new MPF (Multi-Purpose Food) made of soy grits fortified with minerals and vitamins.

The special commodities division produces MVM concentrate, a multi-vitamin-mineral product used in fortifying milk, and guar gum products used in the paper industry, wheat starches and glutens. General Mills now is sole owner of Sno-Flok, a do-it-yourself kit for home holiday decorating. The product was put on the market last December by General Mills and FM Engineering Co., Minneapolis, but General Mills recently purchased FM's interest.

The company expanded its foreign operation with construction of a new mill in Venezuela and construction of a mill in Guatemala.

■ In its areas of competition General Mills is a strong contender in every market. General Mills and Pillsbury traditionally vie for first place in the general cake mix market. In 1959, depending on the interval of time and basis of comparison used—by dollar or unit volume—both General Mills and Pillsbury could claim first place. The race is extremely close, and each probably has slightly more than 25% of the market. A relative newcomer, Duncan Hines cake mixes (Procter & Gamble) has become a strong contender in the market, and ranks first in layer cake mixes, part of the entire market.

In the cereal market General Mills is third with approximately one-fifth of the market, compared with about one-fourth for Post and more than one-third for Kellogg. The remainder of the market is divided among Quaker Oats, Ralston Purina and National Biscuit Co. Actually, General Mills is represented in only half of the total cereal market since it does not make corn flakes, bran or shredded cereal. Therefore it has more than a one-third share of the cereal categories in which it is represented.

Although General Mills does not rank at the top in sales of all breakfast cereals, two of its products are among the best sellers in the nation. Cheerios and Wheaties rank as the second and third most popular breakfast cereals in the U. S. and are led only by Kellogg's corn flakes. Cereal men divide ready-to-eat breakfast cereals into two major categories—regular and pre-sweetened. With pre-sweetened cereals occupying almost a fifth of the total market, General Mills' Frosty O's have had a big jump in popularity during the introductory period.

■ General Mills' Betty Crocker instant potato products, introduced last year, is tying Pillsbury for fourth place, with about a 10% or 15% share of the market. The French, Minute and Borden brands are first, second and third, respectively.

General Mills reassigned a number of its products during the year, with the net result of one less agency. In May, 1960, it moved its feed division account from Klau-Van Pietersom-Dunlap to Knox Reeves Advertising, which already handled a number of products including Wheaties, Bisquick and several other divisions. In November, 1959, the company announced it would consolidate related products in its agencies in June, 1960, and a number of products were reassigned at Batten, Barton, Durstine & Osborn, Dancer-Fitzgerald-Sample, Knox Reeves Advertising and Tatham Laird, the company's four domestic agencies.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 7,064,547	$ 5,679,067
Magazines	6,317,093	8,113,020
Farm Publications	211,833	336,491
Business Publications	388,500	242,200
Spot Radio	594,000	650,000
Network Television	12,919,237	10,790,118
Spot Television	3,237,710	2,986,970
Outdoor	90,519	63,856
Total Measured	30,823,439	28,861,722
Total Unmeasured	4,676,561	4,344,278
Total Advertising Expenditure	35,500,000	33,206,000

NOW!
Corvair
WITH THE ENGINE IN THE REAR WHERE IT BELONGS IN A COMPACT CAR!

BATTLE—*Introduction of GM's rear-engine Corvair last fall led to competitive advertising about "where the engine belongs" on an auto. Other new compacts had front end engines.*

MARKETING PERSONNEL

Sales

J. P. McFarland, vp, general manager and national sales manager
H. B. Herron, director of sales, feed division
W. B. Lohman Jr., director of sales, flour division
Paul L. Parker, director of marketing & sales, General Mills Ltd. (Canada)
M. K. Smith, sales director, Latham Foods Ltd. (London, England)
W. E. Flumerfelt, director of oil sales, oilseeds division
Fred Hafner, director protein operation, oil seeds division
F. M. Pugh, sales manager, guar products, special commodities division
R. J. Wright, director of marketing, mechanical division
R. L. Dunn, vitamin sales manager, s.c.d.
Leo Walsh, sales manager, Sno-flok

Advertising

J. S. Fish, vp, director of corporate advertising
J. E. Ratner, group advertising director, flour & mix products
J. F. Matthes, group ad director, cereals, pet foods, refrigerated & household products
D. F. Swanson, advertising manager, Betty Crocker mixes
J. H. Weaver, advertising manager, flour
C. W. Plattes, ad manager, cereals, pet foods
G. D. McGuinness, ad manager, refrigerated and household products
W. W. Woodward, ad manager, feed division
A. W. Hanson, industrial and commodity ad manager
Lloyd Pearson, ad manager, mechanical division
M. F. Aymong, ad manager, Canada
John S. Batson, ad manager, Latham Foods, England
C. S. Samuelson,, director, media & budgets
M. A. Souers, manager, broadcast media & shows
G. D. Morrison, manager, print media
A. W. Wilbor, manager, advertising services & Betty Crocker enterprises
D. W. Latterell, manager, packaging planning
G. P. Laybourn, manager, marketing research
Helen Hallbert, director, Betty Crocker kitchens
G. M. Harold, advertising comptroller

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Betty Crocker cake mixes, cookie mixes, frosting mixes, Answer cake, pudding mixes, cream puff mix, pie crust mix, muffin mix, pancake mixes, specialty mixes, Boston cream pie and Softasilk cake flour—E. A. Cashin, group head; Mortimer Berkowitz Jr., account supervisor; Barron Boe and Tom Harder, senior account executives; William Gallup, resident account executive (Minneapolis); Ralph Champlin, Don Porter, C. R. Fisher and Al Hinman, account executives.

Dancer-Fitzgerald-Sample, New York—Gold Medal flour, O-Cello products, Cheerios, Hi Pro, Cocoa Puffs, Kix, Pick-A-Pack, Trix, Sugar Jets, Twinkles, Red Band flour, Drifted Snow flour, LaPina flour, Sperry Wheathearts and Gravy Magic—Gordon H. Johnson, group head; S. B. Upson, J. H. Holmes, R. M. Whidden and W. W. Biggers, account executives.

Knox Reeves Advertising, Minneapolis—Wheaties, hot cereals (including Protein Plus, Hot Brand and Wheathearts, except Sperry Wheathearts), Bisquick, potato products, consumer products of refrigerated foods, corporate trade advertising, products of general flour division (including bakery, Durum and export flour and Purity oats), special commodities division, chemical division, mechanical division, oilseeds division, feeds division, products of central research, industrial group advertising, home economics advertising and Betty Crocker cook book advertising—Robert W. Stafford, group head; Robert L. Sturgis, Tom Kilbride, James Rahders and William Reker, account executives.

Tatham-Laird, Chicago—Surechamp, Spratts and 3 Little Kittens pet foods—A. E. Tatham, group head; E. D. Kuhn, account supervisor; A. D. Watson, account executive.

General Motors Corp.

	1959	1958
Sales	$10,842,060,000	$9,066,570,000
Earnings	873,100,000	633,628,000
Advertising	155,000,000*	137,500,000*

*Estimated by AA

General Motors Corp., Detroit, is the nation's largest corporation, in terms of sales, and its largest advertiser, with 1959 expenditures up 13% to an estimated $155,000,000 in 1959.

GM's total ad budget was estimated at $144,526,000 in 1957, $162,500,000 in 1956 and $170,000,000 in 1955. Thus, after three years of cutbacks in ad spending (as well as lower unit sales totals) from the zenith year of '55, GM has begun an upward swing, and is expected to continue this during 1960.

■ General Motors traditionally refuses to divulge information on advertising expenditures. However, at the last two annual stockholder meetings, Frederic G. Donner, board chairman, has given out a corporate total—$182,000,000 in 1958 and $192,000,000 in 1959.

These figures are higher than the ADVERTISING AGE estimates, presumably because they are worldwide totals (AA estimates are for U.S. spending only) and include some selling costs not classified as advertising by AA.

Almost 90% of GM's income is from automotive sales, and it is estimated that about the same percentage of its ad budget is used to promote its automotive products.

■ GM's share of the auto market (based on new car registrations) was 42.1% in 1959, its smallest share since 1949. Its '58 share was 46.4%. The company said U.S. sales of cars reached 2,556,198 units last year, up from 2,179,847 units the year before.

Unit sales of the individual lines went like this last year (with '58 totals in parentheses): Buick, 232,757 (258,394); Cadillac, 138,610 (126,087); Chevrolet, 1,428,336 (1,263,690); Oldsmobile, 366,879 (310,909), and Pontiac, 389,616 (220,767).

Chevrolet was nosed out by Ford for top honors in new car registration figures, but Pontiac jumped from sixth place in '58 to fourth place last year. Buick dropped from fifth to sixth, and was the only GM auto line to sell less in '59 than in '58.

■ GM overseas operations include three auto plants. In 1959, the company sold 334,000 Opel cars and trucks (Germany), 245,000 Vauxhall cars and Bedford trucks (England) and 115,000 Holden cars and light commercial vehicles (Australia). In the U.S., Opels are sold through Buick dealers and Vauxhalls through Pontiac dealers.

Worldwide sales of cars and trucks by GM totaled 3,851,000 units in 1959, a 16% increase over 1958. Sales of 2,960,000 U.S. vehicles were 17% above the '58 total.

GM's sales for the first half of 1960 were $7,109,000,000, compared with $6,512,000,000 for the first half of '59. Earnings hit $612,000,000, compared with $590,000,000 for the year-ago first half. U. S. sales of passenger cars and trucks during the first six months totaled 2,119,726 units this year and 1,840,142 units last year.

The company introduced its first American-built small car last fall, the Chevrolet Corvair, with the engine in the rear. Next fall it will add three more—Buick Special, Oldsmobile F-85 and Pontiac Tempest. Advertising in all cases will be handled by the agencies which handle the regular makes in the respective lines.

Addition of the new lines of compact models indicates GM's interest in increasing its share of the small car market, which at the end of the first quarter of 1960 had reached 28% of all new car sales in the U.S.

■ The increases in the corporation's ad expenditures last year over 1958 came primarily in the print media—newspapers, magazines and business publications. GM boosted its spot tv spending by about $2,000,000, but cut back about $1,300,000 in spot radio.

All auto divisions except one made moderate increases in the measured media. Pontiac, making a determined bid to move up the sales ladder, jumped its spending from $6,900,000 in '58 to $12,100,000 last year.

GM reportedly spent about $3,000,000 on its Guardian Maintenance program last year, and has boosted the budget to $4,000,000 for 1960.

Corporate advertising is under the direction of Anthony G. Di Lorenzo, public relations vp. Each GM division has responsibility for its own advertising, though ad budgets—generally based on anticipated sales—are subject to company approval. The ads themselves must pass scrutiny by the corporate distribution staff.

■ The giant General Motors Corp., with its 42 divisions, sells more than automotive products. The Frigidaire division is a leader in the appliance industry, and generally captures about 20% of the refrigerator market, running neck and neck with General Electric. Division sales last year were second highest in history, exceeded only by 1955.

The Electro-Motive division is a key figure in the locomotive field. The Euclid division is a supplier of heavy tractors, scrapers and other off-highway equipment.

The Allison division builds prop-jet engines for Lockheed Electra planes. The Allison and AC Spark Plug divisions were GM's primary producers of military products last year as GM's defense sales accounted for 3.5% of its corporate sales total.

The company last year established a defense systems division to coordinate its military work and do research on weapons systems. Moreton Price, formerly a sales director for AC Spark Plug, was named sales director of the division.

■ In personnel changes, James M. Roche was named vp in charge of the distribution staff—top sales position in the corporation—succeeding William F. Hufstader, who retired. Mr. Roche was succeeded as general manager of the Cadillac division by Harold G. Warner, formerly works manager of Cadillac.

Jack Izard was named new advertising manager of the Chevrolet division. He succeeded William G. Power, who retired Jan. 1 and died of a heart ailment three weeks later.

Emmett P. Feely was named sales manager for Oldsmobile, succeeding S. F. Mehring, who was granted a disability leave. Lawrence H. Averill succeeded Mr. Feely as executive assistant sales manager of the Chevrolet division.

■ A new post of director of television advertising for the corporation was filled by Gail Smith, formerly associate manager of advertising production at Procter & Gamble.

In October of last year, Chevrolet established a department of owner relations, serving some 16,000,000 Chevy owners. It is headed by M. W. Worden, formerly in charge of the national business management department.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 38,622,558	$ 34,603,336
Magazines	29,420,343	22,111,817
Farm Publications	1,612,051	1,630,801
Business Publications	3,179,000	2,890,000
Network Television	20,021,744	20,593,366
Spot Television	3,797,290†	1,758,740*
Outdoor	9,834,053	8,898,446
Spot Radio	4,115,000	5,400,000
Total Measured	110,602,039	97,886,506
Estimated Unmeasured	44,397,961	39,613,494
Estimated Total Expenditure	155,000,000	137,500,000

†Includes $2,427,260 for regional dealers
*Includes $236,670 for regional dealers

BUICK MOTOR DIVISION
Flint, Mich.

MARKETING PERSONNEL

Sales

E. C. Kennard, general sales manager
J. S. Hudgens, assistant general sales manager
J. L. Bradshaw Jr., assistant general sales manager (Chicago)
Robert F. Blair, assistant general sales manager (New York)

Advertising

Richard B. Cogswell, director of merchandising
Gerald M. Millar, advertising manager

ADVERTISING AGENCY

McCann-Erickson, Detroit—all Buick products and Opel—Thomas J. King, vp and management service director; E. M. Mulock, vp and account director; Charles P. Flynn, John C. Vivian and Robert E. Head, account executives.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 5,621,098	$ 4,796,216
Magazines	2,401,485	1,983,407
Farm Publications	44,800	67,130
Network Television	2,344,800	2,971,714
Spot Television	8,160	19,838
Outdoor	647,240	483,980
Total Measured	11,067,583	10,322,285

CADILLAC MOTOR CAR DIVISION
Detroit

MARKETING PERSONNEL

Sales

F. H. Murray, general sales manager
M. E. Fields, assistant general sales manager
W. T. LaRue, assistant general sales manager

Advertising

J. P. Schaupner, merchandising manager (advertising)
R. L. Henning, assistant advertising manager

ADVERTISING AGENCY

MacManus, John & Adams, Bloomfield Hills, Mich.—Charles F. Adams, exec vp; Hovey Hagerman, senior vp and account supervisor; Robert E. Field, account executive; George K. Mitchell, assistant account supervisor; William G. Bishop, associate account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 4,209,710	$ 3,672,186
Magazines	1,983,194	1,622,865
Spot Television	8,080	13,498
Outdoor	536,725	503,100
Total Measured	6,737,709	5,811,649

CHEVROLET MOTOR DIVISION
Detroit

MARKETING PERSONNEL

Sales

K. E. Staley, general sales manager
L. H. Averill, executive assistant sales manager
H. P. Sattler, assistant general sales manager (east)
L. N. Mays, assistant general sales manager (west)
I. W. Thompson, assistant general sales manager (parts and accessories)
N. J. Johnson, assistant general sales manager (staff activities)

Advertising

Jack Izard, advertising manager
J. S. Clark, Carl O. Uren and Bruce G. Overbey, assistant advertising managers
F. T. Hopkins Jr., sales promotion manager.

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—all Chevrolet products, including Corvair—Colin Campbell, exec vp and account supervisor; John L. Thornhill, vp and associate general account executive (passenger cars, trucks and used vehicles); Halsey Davidson, vp and associate general account executive (account services); account executives—J. F. Bracken (passenger cars), Milton J. Sandling (used cars, fleet and parts and accessories), Charles F. McLaughlin (merchandising), George A. Black (passenger cars), Harold N. Duda (trucks), Paul John (passenger cars), Robert C. Kusser (passenger cars) and Genevieve Hazzard (women's program).

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$15,235,392	$14,082,668
Magazines	6,911,884	5,947,409
Farm Publications	779,639	386,768
Network Television	7,150,255	7,408,277
Spot Television	231,580	122,738
Outdoor	6,579,070	6,652,416
Total Measured	36,887,820	34,600,267

FRIGIDAIRE DIVISION
Dayton

MARKETING PERSONNEL

Sales

C. H. Menge, general sales manager
W. H. Anderson, R. L. Hatfield and H. J. Miller, assistant general sales managers

☒ SPEAKING OF A
VOTE OF CONFIDENCE . . .
In a recent survey of Moody Monthly subscribers
57.1% INDICATED THAT THEY HAVE BEEN READERS FOR
5 YEARS OR MORE!
Little wonder M/M is first choice of so many advertisers selling conservative Protestant church market!
Moody MONTHLY
It's big, it's influential! Now in its 60th year—edited specifically for the conservative Protestant field.
Lawrence Zeltner
Adv. Mgr.
MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois

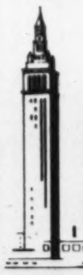
FIRST in Cleveland
in Transportation
ADVERTISING*

6TH in America in total Advertising
Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)
Akron, Canton and Youngstown Counties are not included in above sales



HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.
Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.
*Source; Media Records

Advertising

W. F. Switzer, merchandising manager
R. C. Wright, advertising manager

ADVERTISING AGENCIES

Dancer-Fitzgerald-Sample, New York—refrigerators, automatic washers and dryers, electric ranges, food freezers and water heaters—Lyndon O. Brown, account supervisor; Elliott R. Detchon, account manager; John Hickey and Joseph Callaway, account executives.

Kircher, Helton & Collett, Dayton—air conditioning, built-in appliances and commercial refrigeration—W. B. Metcalfe, account supervisor; J. J. Westerman Jr., account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 924,699	$ 767,667
Magazines	2,501,734	1,650,285
Farm Publications	133,844	171,705
Network Television	3,016,240	1,696,561
Spot Television	182,500	118,730
Total Measured	6,759,017	4,464,948

OLDSMOBILE DIVISION
Lansing, Mich.

MARKETING PERSONNEL

Sales

E. P. Feely, general sales manager
G. J. Clemeson, assistant general sales manager (east)
H. L. Waite, assistant general sales manager (west)
M. J. Seaton, general merchandising manager

Advertising

L. A. Grobe, advertising manager
R. E. Gifford, sales promotion manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Sheldon Moyer, senior vp and account supervisor; Val Corradi, senior vp and account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 6,226,706	$ 6,058,662
Magazines	1,891,007	2,087,208
Farm Publications	83,226	97,130
Network Television	3,039,616	2,308,868
Spot Television	134,320	408,008
Outdoor	387,812	329,594
Total Measured	11,762,687	11,289,470

PONTIAC MOTOR DIVISION
Pontiac, Mich.

MARKETING PERSONNEL

Sales

F. V. Bridge, general sales manager
L. W. Walker, assistant to general sales manager
E. R. Pettengill, assistant general sales manager (New York)
R. E. Thompson, assistant general sales manager (Chicago)

Advertising

John F. Malone, advertising manager
William H. Taylor, assistant advertising manager

ADVERTISING AGENCY

MacManus, John & Adams, Bloomfield Hills, Mich.—James H. Graham, vp and account supervisor; Colin H. John, account executive; Robert Gaunt, account manager.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 5,099,136	$ 3,704,426
Magazines	5,144,478	1,834,997
Network Television	909,045	636,208
Spot Television	366,900	665,678
Outdoor	583,293	88,800
Total Measured	12,102,852	6,930,109

AC SPARK PLUG DIVISION
Flint

MARKETING PERSONNEL

Sales

E. H. Francois, general sales manager
O. F. Frost, sales manager, equipment sales
John R. Church, director of merchandising
W. C. Lee, director of distribution and marketing

Advertising

W. J. Oldfield, director of advertising and promotion

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Victor W. Canever, senior vp and account supervisor; John H. Owen, creative account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 39,513	$ 4,679
Magazines	1,208,948	1,163,365
Farm Publications	136,770	135,410
Network Television	668,620	1,631,810
Spot Television	21,800	63,880
Outdoor	480,043	493,129
Total Measured	2,555,694	3,356,863

ALLISON DIVISION
Indianapolis

MARKETING PERSONNEL

Sales

E. M. Deckman, manager, sales and contracts—engines
John A. Lane, manager, sales and service—transmissions

Advertising

Roger Fleming, advertising manager and director of public relations

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, account executive.

BROWN-LIPE-CHAPIN DIVISION
Syracuse, N. Y.

MARKETING PERSONNEL

Wayne A. Smith, director, product engineering and sales

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Thomas Jipson, account executive.

CENTRAL FOUNDRY DIVISION
Saginaw, Mich.

MARKETING PERSONNEL

Sales

C. A. Koerner, director, sales and engineering

ADVERTISING AGENCY

Price, Tanner & Willox, Saginaw, Mich.—Robert F. Price, account executive.

CLEVELAND DIESEL ENGINE DIVISION
Cleveland

MARKETING PERSONNEL

Sales

H. G. Trainer, general sales manager

Advertising

Frank A. Uniack, advertising manager and director of public relations

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, account executive.

DELCO APPLIANCE DIVISION
Rochester, N. Y.

MARKETING PERSONNEL

Sales

John T. Tighe, appliances sales manager
Jesse T. Harris, manager, equipment sales

Advertising

H. M. Caulkins, advertising manager

ADVERTISING AGENCY

D. P. Brother & Co. John Roper, account executive.

DELCO MORAINE DIVISION
Dayton

MARKETING PERSONNEL

Sales

M. E. Rasper, general sales manager
F. J. Markey, sales manager—brake fluids

Advertising

H. D. Glass—advertising and sales manager—bearings, etc.

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—George W. Davis, vp and group supervisor; Reginald G. Carey, vp and account supervisor; Roy M. Nelson, F. L. Congdon and Robert S. Knapp, account executives.

DELCO PRODUCTS DIVISION
Dayton

MARKETING PERSONNEL

Sales & Advertising

William J. Wagner, general sales manager
G. F. MacFarland, assistant general sales manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—George W. Davis, vp and group supervisor; Reginald G. Carey, vp and account supervisor; Roy M. Nelson, F. L. Congdon and Robert S. Knapp, account executives.

DELCO PRODUCTS DIVISION
Kokomo, Ind.

MARKETING PERSONNEL

Sales & Advertising

Howard Stelzl, dir., sales & engineering
D. A. Sandberg, general sales manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—George W. Davis, vp and group supervisor; Reginald G. Carey, vp and account supervisor; Roy M. Nelson, F. L. Congdon and Robert S. Knapp, account executives.

DELCO-REMY DIVISION
Anderson, Ind.

MARKETING PERSONNEL

Sales

H. G. Riggs, director of sales and engineering
P. E. Bardsley, general sales manager

Advertising

Howard B. Birt, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—George W. Davis, vp and group supervisor; Reginald G. Carey, vp and account supervisor; Roy M. Nelson, F. L. Congdon and Robert S. Knapp, account executives.

DETROIT DIESEL ENGINE DIVISION
Detroit

MARKETING PERSONNEL

Sales

R. E. Hunter, general sales manager
E. H. Bick, merchandising manager

Advertising

Donald J. Clymer, advertising manager

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, vp and account supervisor; W. Mack Abbott, account executive.

ELECTRO-MOTIVE DIVISION
La Grange, Ill.

MARKETING PERSONNEL

Sales

V. E. Rennix, general sales manager
M. H. Gardner, F. W. Walker Jr., assistant general sales managers

Advertising

Robert D. Innes, director of public relations

ADVERTISING AGENCY

Marsteller, Rickard, Gebhardt & Reed, Chicago—John Timon, account supervisor; Jack Stephens, account executive.

EUCLID DIVISION
Cleveland

MARKETING PERSONNEL

Sales

George M. Perry, director of sales
J. W. Bloomquist, domestic sales manager
G. E. Danby, sales development manager

Advertising

R. E. Keidel, advertising & sales promotion manager

ADVERTISING AGENCY

Belden, Frenz & Lehman, Inc., Cleveland—A. W. Lehman, account executive.

FISHER BODY DIVISION
Detroit

MARKETING PERSONNEL

Sales

E. C. Klotzburger, general manager

Advertising

J. R. Hainline, general director of public relations and advertising

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, account executive.

FRIGIDAIRE PRODUCTS OF CANADA LTD.
Toronto

MARKETING PERSONNEL

Sales

S. R. Lundy, vp and general sales manager
W. Garlick, appliance sales manager

Advertising

R. C. Niddery, advertising and sales promotion manager

ADVERTISING AGENCY

Baker Advertising, Toronto—G. E. Madden, account executive.

MOTORS INSURANCE CORP.
New York

MARKETING PERSONNEL

Sales

D. W. McGinnis, sales vp

ADVERTISING AGENCY

Campbell-Ewald Co., New York—F. W. Townshend, vp; Phillips B. VanDusen, account supervisor.

GENERAL MOTORS ACCEPTANCE CORP.
New York

MARKETING PERSONNEL

Sales

W. G. Schick, sales vp

ADVERTISING AGENCY

Campbell-Ewald Co., New York—F. W. Townshend, vp; Phillips B. VanDusen, account supervisor.

GENERAL MOTORS OF CANADA LTD.
Oshawa, Ont.

MARKETING PERSONNEL

Sales

E. J. Umphrey, vp, director of sales
L. C. Workman and L. A. Hastings, assistant directors of sales

Advertising

D. M. Mackinnon, advertising manager

TECHNIQUE—*Who could ever forget that the big guns in sports use those Gillette shaving products? Here Jim Landis of pennant-winning Chicago White Sox demonstrates for tv camera. Gillette gave itself a sales hypo with introduction of new Super Blue blade last December.*

ADVERTISING AGENCY

MacLaren Advertising, Toronto—E. V. Rechnitzer, president.

GENERAL MOTORS DIESEL LTD.
London, Ont.

MARKETING PERSONNEL

Sales

W. M. Warner, general sales manager

Advertising

G. B. Chesney, manager, sales promotion and advertising

ADVERTISING AGENCY

McKim Advertising Ltd., Toronto—W. H. Fleischman, vp.

GENERAL MOTORS OVERSEAS OPERATIONS DIVISION
New York

MARKETING PERSONNEL

Sales

B. A. Kissam, vehicle sales manager

Advertising

J. W. Griswold, director of public relations

ADVERTISING AGENCIES

Robert Otto & Co., New York—parts and accessories, and power and industrial products: Monte Johnson, account executive.

Belden, Frenz & Lehman, Cleveland—Euclid products: A. W. Lehman, vp.

Kudner Agency, New York—Diesel locomotive products: Lester S. Rounds, account executive.

GMC TRUCK & COACH DIVISION
Pontiac, Mich.

MARKETING PERSONNEL

Sales

R. C. Woodhouse, general sales manager—trucks
C. F. Dick, general sales manager—coaches

Advertising

R. T. Jennings, merchandising manager—trucks
E. W. Hall, advertising manager—coaches

ADVERTISING AGENCY

McCann-Erickson, Detroit—Jack Henry, manager, Detroit office; F. W. Overesch, management service director; Richard Isaacs, account executive.

GUIDE LAMP DIVISION
Anderson, Ind.

MARKETING PERSONNEL

Sales & Advertising

Scott R. Conwell, director of sales and engineering
J. E. Turnquist, sales manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Thomas W. Jipson, account executive.

HARRISON RADIATOR DIVISION
Lockport, N. Y.

MARKETING PERSONNEL

Sales

Edward J. Reilly, general sales manager

Advertising

D. Russell Swick, advertising manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Richard Iliff, account executive.

HYATT BEARINGS DIVISION
Harrison, N. J.

MARKETING PERSONNEL

Sales

John R. Gilmartin, general sales manager

Advertising

C. C. Wardell, advertising manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—S. C. Brown, account executive.

INLAND MFG. DIVISION
Dayton

MARKETING PERSONNEL

Sales

M. A. Lause, general sales manager
A. J. Fouts, sales manager, refrigeration and allied products

ADVERTISING AGENCY

Geyer, Morey, Madden & Ballard, Dayton—E. G. Frost, vp and account supervisor; Norman M. Schaefer, account executive.

McKINNON INDUSTRIES LTD.
St. Catharines, Ont.

MARKETING PERSONNEL

Sales

Ernest R. Gifford, sales manager
W. H. Gillard and G. E. Heaton, assistant sales managers

Advertising

Martin J. Cahill, director of public relations

ADVERTISING AGENCY

MacLaren Advertising, Toronto—William Cairns, account executive.

NEW DEPARTURE DIVISION
Bristol, Conn.

MARKETING PERSONNEL

Sales

F. J. Garbarino, director of sales and engineering
L. F. Swoyer, general sales manager

Advertising

F. A. Kurt, advertising supervisor

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Thomas H. Reid, account executive.

PACKARD ELECTRIC DIVISION
Warren, O.

MARKETING PERSONNEL

Sales

J. R. Lakin, general sales manager

Advertising

O. L. Hamilton, merchandising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—George W. Davis, vp and group supervisor; Reginald G. Carey, vp and account supervisor; Roy M. Nelson, F. L. Congdon and Robert S. Knapp, account executives.

ROCHESTER PRODUCTS DIVISION
Rochester, N. Y.

MARKETING PERSONNEL

Sales

R. F. Sanders, director of engineering and sales
K. F. Lingg, sales manager

Advertising

John P. Nally, advertising and sales promotion manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Thomas W. Jipson, account executive.

SAGINAW STEERING GEAR DIVISION
Saginaw, Mich.

MARKETING PERSONNEL

Sales

Harry Hawkins, director of sales and engineering
F. M. Ison, sales manager

Advertising

R. J. Kline, director of advertising

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—S. C. Brown, account executive.

UNITED MOTORS SERVICE DIVISION
Detroit

MARKETING PERSONNEL

Sales

H. P. Schaller, general sales manager

Advertising

S. M. Cowan, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—C. C. Bennett, vp and account supervisor; A. B. Chaney, general account executive.

Gillette Co.

	1959	1958
Sales	$209,276,635	$193,865,095
Earnings	31,151,623	27,565,182
Advertising	29,500,000*	29,500,000*

*Estimated by AA

Gillette Co., Boston, the nation's 23rd largest advertiser, is estimated by ADVERTISING AGE to have invested $29,500,000 in advertising in 1959, about the same as in 1958.

On a worldwide basis, according to the company's annual report, Gillette and all its divisions spent $35,700,000 in advertising—or about 17% of net sales. Gillette products get advertising support in 115 different countries and territories.

The 1960 expenditure may run considerably ahead of 1959 as the company moves to diversify, revise and expand its sports telecasting, with football emerging as a major factor.

■ Consolidated net sales in 1959 rose to $209,276,635, up 8% from 1958. Net profits rose 13% to $31,151,623. Sales and profits gains continued in 1960. Sales for the first half of the year climbed from $97,649,837 in '59 to $110,094,656 in 1960; consolidated net income for the two respective periods were $14,095,926 and $17,215,999.

During the past three years the divisional breakdown of total net sales averaged approximately: 65% from Gillette shaving products, 26% from the Toni line and 9% from Paper Mate.

Consolidated net income for the company for the first half of 1960 was $17,215,999, compared with $14,095,926 for the same period in 1959. Net sales rose to $110,094,656 from $97,649,837 in the previous first half.

■ While the shaving division provides the largest share of the sales, it is the Toni cosmetics division that spends the biggest share of the ad budget. Toni's share of the magazine, newspaper, tv measured figures (excluding production and talent) is approximately $9,290,000, compared with $5,360,000 for Gillette, $2,880,000 for Paper Mate, and $242,000 for the labs.

Next to razors and blades, Toni home permanent is the most heavily promoted individual product in the family. White Rain shampoo and Adorn hair spray also get a hefty budget. Fourteen different Toni products show up in the measured media expenditure breakdowns for 1959.

Toni claims to have increased its share of the home permanent market with the new "no mix" solution. Gillette strengthened its hold last year on the No. 1 position in safety razor and blade sales.

■ Gillette jived up its marketing with the introduction of new products; in May the emphasis was on a $1.95 adjustable razor, in December it was a new premium Super Blue blade.

Early in the year R. Neison Harris, one of the two Harris brothers who started the Toni company, resigned as president of Paper Mate and as a vp of the parent Gillette company. S. Warner Pach replaced him as head of Paper Mate. J. T. Lewis became the top marketing executive for Toni, with the title of director of brand promotion.

Activity abroad was stepped up. Last fall in Caracas, Venezuela, Young & Rubicam was named to handle advertising for Toni's Adorn. Earlier in the year Gillette Industries, London, shifted its razor and blade account from W. S. Crawford Ltd. to S. H. Benson Ltd., with Crawford continuing to handle export ads.

■ As for 1960, this has been a year of major changes in the company's sports telecasting. After years of exclusive sponsorship of The Cavalcade of Sports, Gillette has switched to co-sponsorship as a means of diversifying its program and spreading its ad dollars.

This year General Motors will share sponsor credits on the baseball World Series as well as the Blue Gray and Rose Bowl football classics. When the Friday night fights were ousted from the NBC-TV schedule, the company bought a Saturday night series on ABC in conjunction with Miles Labs. Added to the Gillette schedule was a weekly baseball game and co-sponsorship of the NCAA football games on ABC-TV.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,977,553	$ 2,249,120
Magazines	852,601	806,456
Spot Radio	1,059,500	—
Network Television	13,642,174	16,132,360
Spot Television	2,745,350	2,000,100
Total Measured	20,277,178	21,188,046
Total Unmeasured	9,222,822	8,311,953
Estimated Total Expenditure	29,500,000	29,500,000

ED. L. HICKS • W. GLENN HICKS

THE POST SIGN CO. INC.

OUTDOOR ADVERTISING

KNOXVILLE, TENNESSEE

One of the 10 best cities for over-all business selected by Rand-McNally

YES something wonderful has happened in PITTSBURGH

Pittsburgh Post-Gazette
Sun-Telegraph
PIRATES SWEEP GIANTS, 4-1, 7-5
Cuba Soldiers Used In Industry Seizure

it started happening in 1786

. . . when the Pittsburgh Gazette was born. Since then this newspaper, oldest west of the Alleghenies, has outstripped all but one of its seven competitors. In the double-decade since 1940, progress pyramided until in 1959 the morning Post-Gazette carried more linage in 6 days than one competitor did in 7, and . . .

then in April, 1960

. . . the locally owned, locally edited Post-Gazette acquired that competitor and is now publishing the 7-day Post-Gazette Sun-Telegraph. Immediately Post-Gazette personalities, Post-Gazette features, and Post-Gezette know-how were merged with the best of the Sun-Telegraph.

here's what happened since

. . . Daily circulation has increased almost 20%. Local linage is up 22% and classified up 25%. The Sunday Post-Gazette Sun-Telegraph has also started the upward trend. Yes, like Pittsburgh, the Renaissance City. Pittsburgh's Post-Gazette Sun-Telegraph is rapidly becoming the talk of the nation.

Now More Than Ever Before—One Of America's Great Newspapers

Pittsburgh Post-Gazette
Sun-Telegraph

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

GILLETTE SAFETY RAZOR CO.
Boston

MARKETING PERSONNEL

William G. Salatich, vp in charge of sales
A. Craig Smith, vp and director of advertising
Paul M. Cuenin, director of marketing research
Albert S. Leonard, assistant advertising manager

ADVERTISING AGENCY

Maxon Inc., Detroit—All products—Lou R. Maxon, M. F. Mahony, account supervisors.

TONI DIVISION
Chicago

MARKETING PERSONNEL

J. T. Lewis, director of brand promotion

ADVERTISING AGENCIES

North Advertising, Chicago—Toni, Tip Toni, Silver Curl, Tonette, Deep Magic, Adorn, Pamper and Bobbi—Don Nathanson, president and account supervisor; J. Sanders (Toni, Tonette and Silver Curl); H. Klauber (Deep Magic and Pamper); R. Fechheimer (Adorn); Robert Stampleman (Bobbi).

Clinton E. Frank Inc., Chicago—Tame, White Rain and Prom—Hill Blackett Jr., account supervisor.

PAPER MATE CO.
Chicago

MARKETING PERSONNEL

Robert T. Wieringa, general sales manager
James V. Barton, advertising manager

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—all products—Milton Schwartz, management representative, and Earle Dugan, account supervisor.

GILLETTE LABS
Chicago

MARKETING PERSONNEL

J. W. Dickinson Jr., general manager
Sam Schell, advertising and brand promotion manager

ADVERTISING AGENCY

North Advertising, Chicago—Thorexin cough syrup and cold tablets—George Gruenwald, account supervisor; Herb Klauber, account executive.

B. F. Goodrich Co.

	1959	1958
Sales	$771,591,342	$697,296,556
Earnings	37,580,186	35,457,421
Advertising	13,500,000	11,500,000

B. F. Goodrich Co., Akron, the world's fourth largest rubber company and 65th largest advertiser, invested a record $13,500,000 in advertising in 1959, up 17% from 1958.

Sales of $771,591,342 last year also set a record, while net income rose 6% to $37,580,186.

In the first half of 1960, sales soared to $403,820,831, highest total of any six months in company history, up from $383,369,949 in the 1959 first half. Net income was $18,177,093, down 7.3% from $19,612,490 in the previous first half.

A major advertising development at Goodrich was the reorganization of the company's advertising and agency setup last September. National advertising was centralized in a new corporate advertising department, which is headed by Frank T. Tucker, longtime director of advertising, who reports to Don C. Miller, vp-marketing. Mr. Miller resigned as senior vp of Kenyon & Eckhardt to join Goodrich early last year.

Goodrich dropped three of its agencies—McCann-Erickson, Cunningham & Walsh and Henry A. Loudon Advertising—and hired a new agency, Foote, Cone & Belding. As of Jan. 1, 1960, FC&B was assigned to handle all home and family products advertising; Griswald-Eshleman was given all of Goodrich's industrial advertising, and Batten, Barton, Durstine & Osborn was designated to handle passenger tires, corporate and international advertising.

■ The company announced that it would increase its national advertising in 1960, and that BBDO will play "a leading role" in the development of a general corporate campaign.

Each of Goodrich's nine divisions will continue to supervise its own sales promotion and business paper advertising—but with "corporate policy guidance," the company said.

■ Explaining the revamping, Goodrich President J. Ward Keener said:

"Experience has demonstrated to us that under our former policy of decentralization of national advertising responsibility, individual divisional budgets were too small to permit consistent national campaigns. They were also too small to attract the range of modern agency services which a corporation with our broad product diversification and marketing operations required.

"With only three agencies now responsible for our advertising and with an anticipated increase in funds to be devoted to national advertising, we are confident that we can establish better corporate advertising identification for our products and also achieve important increases in advertising efficiency."

■ George B. Koch Jr., advertising manager of B. F. Goodrich Chemical Co., was named national advertising manager, commercial products—a new position—at the parent company. Harry B. Warner, vp-marketing of the chemical division, was promoted to president, succeeding John R. Hoover, who retired. Mr. Warner was succeeded as vp-marketing by T. B. Nantz, and George A. Mentzer was named manager of trade advertising for the chemical division.

Other changes: Rubie C. Gross, sales promotion manager, was named manager of trade advertising and sales promotion for B. F. Goodrich Industrial Products Co. William H. Heinlen, former acting manager of international sales of B. F. Goodrich Chemical Co., was appointed marketing manager of the international department.

Arthur Kelly was appointed acting head of B. F. Goodrich Industrial Products Co., succeeding C. O. DeLong.

■ Goodrich is the fourth largest rubber company in the world, ranking behind Goodyear, Firestone and U.S. Rubber. In the tire field, which accounts for an estimated 45% of total Goodrich sales, the company has less than 20% of the market, which places it third behind Firestone with 25% and Goodyear with 33%.

Among the new products introduced by Goodrich during the past year are the B. F. Goodrich HT Silvertown, a high-quality passenger tire; B. F. Goodrich Power Express Steel Cable, a new truck tire; and B. F. Goodrich Estane, a thermoplastic polyurethane material.

The company sold its Darvan synthetic fiber division to Celanese Corp. of America, but Goodrich retained all rights to its Darvan inventions and developments in other fields.

■ Goodrich repackaged 45 items in its drug sundries line in a drive to boost its business in this line by 20%. Foote, Cone & Belding, the company's new agency, is handling the advertising.

In a major shift in ad strategy this year, the company boosted its national ad budget 37% over 1959, and at the same time slashed its magazine schedule from 35 to eight magazines. Goodrich, which used newspapers in only 79 markets in 1959, expanded its newspaper coverage to 292 markets in 1960. It also was reported this year that the company gave its distributors permission to buy local radio time through their local agencies, thus by-passing BBDO.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,758,200	$ 1,987,670
Magazines	1,942,467	1,495,082
Farm Publications	275,130	202,177
Business Publications	1,365,500	1,219,200
Network Television	495,160	228,860
Spot Television	78,870	70,730
Outdoor	460,374	———
Total Measured	6,375,701	5,203,719
Total Unmeasured	7,124,299	6,296,281
Estimated Total Expenditure	13,500,000	11,500,000

PARENT COMPANY
Akron

MARKETING PERSONNEL

Don C. Miller, vp-marketing

Advertising

Frank T. Tucker, director of advertising
George B. Koch, national advertising manager, commercial products

B. F. GOODRICH TIRE CO.
Akron

MARKETING PERSONNEL

E. F. Tomlinson, president
Guy Gundaker, Jr., vp of replacement sales
J. T. Callahan, vp of equipment sales
C. T. Morledge, general manager, special brand sales
F. H. Newsom, sales manager, Associated tires and accessories
Donald Agnew, manager, oil company sales, Associated tires and accessories
D. W. Gates, manager, automotive chain store sales, Associated tires and accessories

Advertising

Glenn E. Martin, advertising manager
E. C. Bartlett, manager, newspaper advertising
C. E. Copp, retail advertising manager
R. L. Baker, sales promotion manager
R. O. Howard, advertising and sales promotion manager, Associated tires and accessories

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—passenger car tires, general corporate—Carroll P. Newton, management supervisor; Richard B. White, account supervisor; Charles F. Metzger, account executive.

Griswold-Eshleman Co., Cleveland—corporate commercial products, truck, farm and industrial tires—Charles Farran, management supervisor (corporate commercial products) and account supervisor (truck, farm and industrial tires); R. L. Baumgardner, account executive (corporate commercial products); Charles Wolfe, creative supervisor (corporate commercial products); David Skylar and J. H. Gerber, account executives (truck, farm and industrial tires).

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,618,167	$ 1,909,659
Magazines	1,176,500	966,485
Farm Publications	107,700	179,765
Spot Television	20,950	21,720
Total Measured	2,923,317	3,077,629

B. F. GOODRICH CHEMICAL CO.
Cleveland

MARKETING PERSONNEL

H. B. Warner, president
T. B. Nantz, vp-marketing

Advertising

G. A. Mentzer, manager, trade advertising

ADVERTISING AGENCY

Griswold-Eshleman Co., Cleveland—Lee Canfield, group head; Lowell Monroe and John Conde, account executives.

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$238,400	$211,608
Total Measured	238,400	211,608

B. F. GOODRICH INDUSTRIAL PRODUCTS CO.
Akron

MARKETING PERSONNEL

Arthur Kelly, acting head
J. C. Richards, vp of sales

Advertising

Mrs. Rubie C. Gross, manager, trade advertising and sales promotion
J. W. Misamore, advertising and sales promotion manager plastic products (Marietta, Ohio)

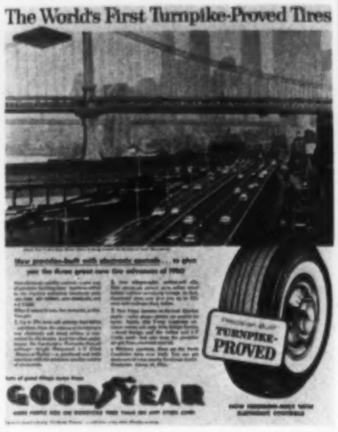
ADVERTISING AGENCIES

Griswold-Eshleman Co., Cleveland—Industrial products, plastic products—R. L. Baumgardner, group head; M. L. Landers, R. J. Fiala and B. O. Shaffer, account executives.

Foote, Cone & Belding, Chicago—Drug sundries and consumer plastic products—Robert H. Eppler, account supervisor; James W. Gill and John T. Stivers, account executives.

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$371,274	$183,930
Newspapers	41,447	334
Spot Television	9,510	———
Total Measured	422,231	184,264


The World's First Turnpike-Proved Tires
TURNPIKE-PROVED
GOODYEAR

TURNPIKE-PROVED—*Among the new items in the Goodyear line in 1959 was the "turnpike-proved" tire, pushed by full-color pages and spreads in magazines as the company rang up its highest sales and earnings on record.*

B. F. GOODRICH FOOTWEAR & FLOORING CO.
Watertown, Mass.

MARKETING PERSONNEL

J. C. MacKinnon, general manager

Advertising

Walter F. Garlow, supervisor of advertising

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—Consumer footwear and flooring—Robert H. Eppler, account supervisor; James W. Gill and John T. Stivers, account executives.

Griswold-Eshleman Co., Cleveland—Commercial footwear—R. L. Baumgardner, group head; R. J. Fiala, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 72,428	$ 70,032
Magazines	22,450	70,345
Spot Television	48,410	43,750
Total Measured	143,288	412,987

B. F. GOODRICH SPONGE PRODUCTS
Shelton, Conn.

MARKETING PERSONNEL

W. R. Todd, president

Advertising

John J. Corrigan, advertising manager

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—Consumer sponge and foam products—Robert H. Eppler, account supervisor; James W. Gill and John T. Stivers, account executives.

Griswold-Eshleman Co., Cleveland—Commercial sponge and foam products—R. L. Baumgardner, group head; R. J. Fiala, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$168,470	$122,233
Newspapers	12,259	7,645
Total Measured	180,729	129,878

B. F. GOODRICH AVIATION PRODUCTS
Akron

MARKETING PERSONNEL

P. W. Perdriau, general manager
E. H. Fitch, general manager, sales

Advertising

M. W. Martin, manager, advertising and technical publications

ADVERTISING AGENCY

Griswold-Eshleman Co., Cleveland—Lee Canfield, group head; Howard Reed and Lowell Monroe, account executives.

ADVERTISING EXPENDITURES

	1959
Magazines	$24,598
Total Measured	24,598

INTERNATIONAL B. F. GOODRICH CO.
Akron

MARKETING PERSONNEL

W. C. Gulick, president
H. E. Heilman, vp-sales

Advertising

A. L. Semegen, advertising manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, New York—Carroll P. Newton, management supervisor; Richard B. White, account supervisor; William Fox, Jr., account executive (Cleveland).

Goodyear Tire & Rubber Co.

	1959	1958
Sales	$1,579,257,984	$1,367,575,535
Earnings	76,008,956	65,741,382
Advertising	23,688,000*	21,872,000*

*Estimated by AA

Goodyear Tire & Rubber Co., Akron, the world's largest producer of rubber products and the 33rd largest national advertiser, is estimated by ADVERTISING AGE to have increased advertising expenditures 8% to a record $23,688,000 in 1959.

The rubber giant rolled up the largest volume of sales and profits in its 61-year history last year. Net sales broke the $1,500,000,000 mark for the first time and topped the billion mark for the ninth consecutive year.

Tires represent about 60% of Goodyear's sales volume, with the other 40% coming from sales of new products developed for home and industry. Goodyear has an estimated 33% of the tire market; Firestone and Goodrich have about 25% each, and other companies share the remaining 17%.

■ The company continued its expansion and improvement program last year, investing some $70,000,000 in better facilities. It plans to spend $90,000,000 this year for the same program.

On the advertising front, Goodyear increased its expenditures in all media with the exception of network and spot television, which took slight reductions last year. Goodyear is believed to divide its total expenditure about equally between promotion and measured media. Magazines and newspapers took more than two-thirds of the measured media investment. Magazines accounted for 45.3% of measured expenditures, newspapers 26.8%. Network tv got 13%. Goodyear entered outdoor on a modest scale for the first time in some years, spending $46,000 for Kelly tires.

■ Several new products were developed and introduced last year by the company. Vitel, a polyester resin for the textile industry, went into production. "Turnpike-proved" tires, and a completely new tire engineered especially for the new American compact cars, plus new military high-speed aircraft tires were developed. And Goodyear introduced the world's largest tire—ten feet high, four feet wide and weighing 2,000 lbs.—for use in the earth-moving field.

Also bowing was a new all-purpose synthetic latex, special Plioflex rubbers and new rubber chemicals. Other developments included a special Pliofilm for wrapping baked goods; Superba vinyl flooring, Evergleam counter tops, positive drive and variable speed V-belts, new continuous long-length hose in large sizes, new shoe products, new rims and new "full-volume" foam seating for furniture and automobiles.

■ Synthetic rubber now accounts for two-thirds of the total rubber used in the U.S. and its use is increasing abroad. Goodyear continued to be the world's largest producer of synthetic rubber, and in 1959 took a financial interest with responsibility to build and operate a synthetic rubber plant in Australia. The company also is participating in bringing into being a synthetic rubber plant in Brazil.

Construction was started on a new tire plant at Amiens, France, and work was started on the company's second tire plant in Canada, at Medicine Hat. Plans were announced for a $12,000,000 tire plant near New Delhi, India. The expansion program brings to 58 the total Goodyear manufacturing locations throughout the world.

C. F. Stroud, formerly western trade sales manager, was appointed sales manager of the company's tire division with responsibility for trade sales in Goodyear's six regions in the U.S. His appointment followed the retirement of R. W. Fitzgerald, former western trade sales manager.

■ John P. Kelley, former president of Mumm, Mullay & Nichols, Columbus, O., joined Goodyear as assistant to K. C. Zonsius, advertising director. D. M. Peebles, advertising manager of foam rubber products, aviation products and Goodyear aircraft, was named assistant manager of the media division. He was succeeded by R. D. Prentiss. R. H. Harris, former advertising manager in charge of shoe products, was named manager of films advertising. He was succeeded by R. E. Powell, formerly a member of the industrial products ad staff.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 3,207,669	$ 2,665,044
Magazines	5,421,891	4,973,727
Farm Publications	658,955	614,683
Business Publications	1,003,400	895,900
Network Television	1,559,205	1,779,195
Spot Television	74,980	76,780
Outdoor	46,141	———
Total Measured	11,972,241	11,005,329
Total Unmeasured	11,715,759	10,866,671
Estimated Total Expenditure	23,688,000	21,872,000

MARKETING PERSONNEL
(All located in Akron)

Sales

Victor Holt Jr., exec vp in charge of sales
O. E. Miles, vp of trade sales
C. C. Gibson, vp in charge of automotive products division
R. A. Jay, assistant to the president
C. W. Thorp, marketing manager—tire division
C. F. Stroud, sales manager
L. W. Moore, general manager—retail stores division
J. S. Bruskin, general manager—films and flooring division
R. E. Pauley, general manager, foam products
E. M. Eickmann, general manager—aviation products division
R. B. Warren, general manager—industrial products division
F. R. Evans, general manager, shoe products
H. J. Lafaye, general manager—metal products division
H. R. Thies, general manager—chemical division

Advertising

K. C. Zonsius, director of advertising
D. T. Buchanan, manager—advertising and sales promotion
John P. Kelley, assistant to the director of advertising
Bruce W. Wert, assistant manager—advertising and sales promotion
H. F. Cook, advertising manager—tire departments
G. G. Cartwright, advertising manager—general products

Public Relations

Robert H. Lane, director of public relations

KELLY-SPRINGFIELD TIRE CO.

Cumberland, Md.

MARKETING PERSONNEL

George B. Newman, president
E. S. Burke, chairman
M. T. Powers, vp and sales manager.
L. J. Auker, manager of advertising and sales promotion

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$504,255	$456,945
Newspapers	1,381	12,549
Farm Publications	87,600	64,800
Business Publications	16,800	15,000
Outdoor	46,141	———
Total Measured	656,177	549,294

GOODYEAR AIRCRAFT CORP.

Akron

MARKETING PERSONNEL

T. A. Knowles, president
R. W. Richardson, vp in charge of sales
M. B. Jobe, manager, customer relations
K. C. Zonsius, director of advertising

Advertising handled by parent company advertising department

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$302,320	$304,870
Total Measured	302,320	304,870

ADVERTISING AGENCIES

Young & Rubicam, New York—auto tires, Captive-Air safety shields. Television: "Goodyear Theater"—Walter Smith, vp and account executive.

Kudner Agency, New York—all other national advertising, including truck, off-the-road, industrial, cycle and farm tires; industrial rubber goods, foam products, films and flooring, chemical products, aviation products, metal products and aircraft—James F. Black, vp and account executive.

Compton Advertising, New York—shoe products—Jack P. Rees, vp and account executive.

Gulf Oil Co.

	1959	1958
Sales	$3,170,847,000	$3,198,113,000
Earnings	290,467,000	329,533,000
Advertising	10,170,000*	12,150,000*

***Estimated by AA**

Gulf Oil Corp., Pittsburgh, the 76th largest national advertiser, cut its advertising expenditure 16% to an estimated $10,170,000 in 1959 as sales and earnings also showed declines.

Gulf is the third largest U.S. oil

To serve you better . . . A new division of
WORKMAN DIVERSIFIED ENTERPRISES,
WORKMAN
RESEARCH

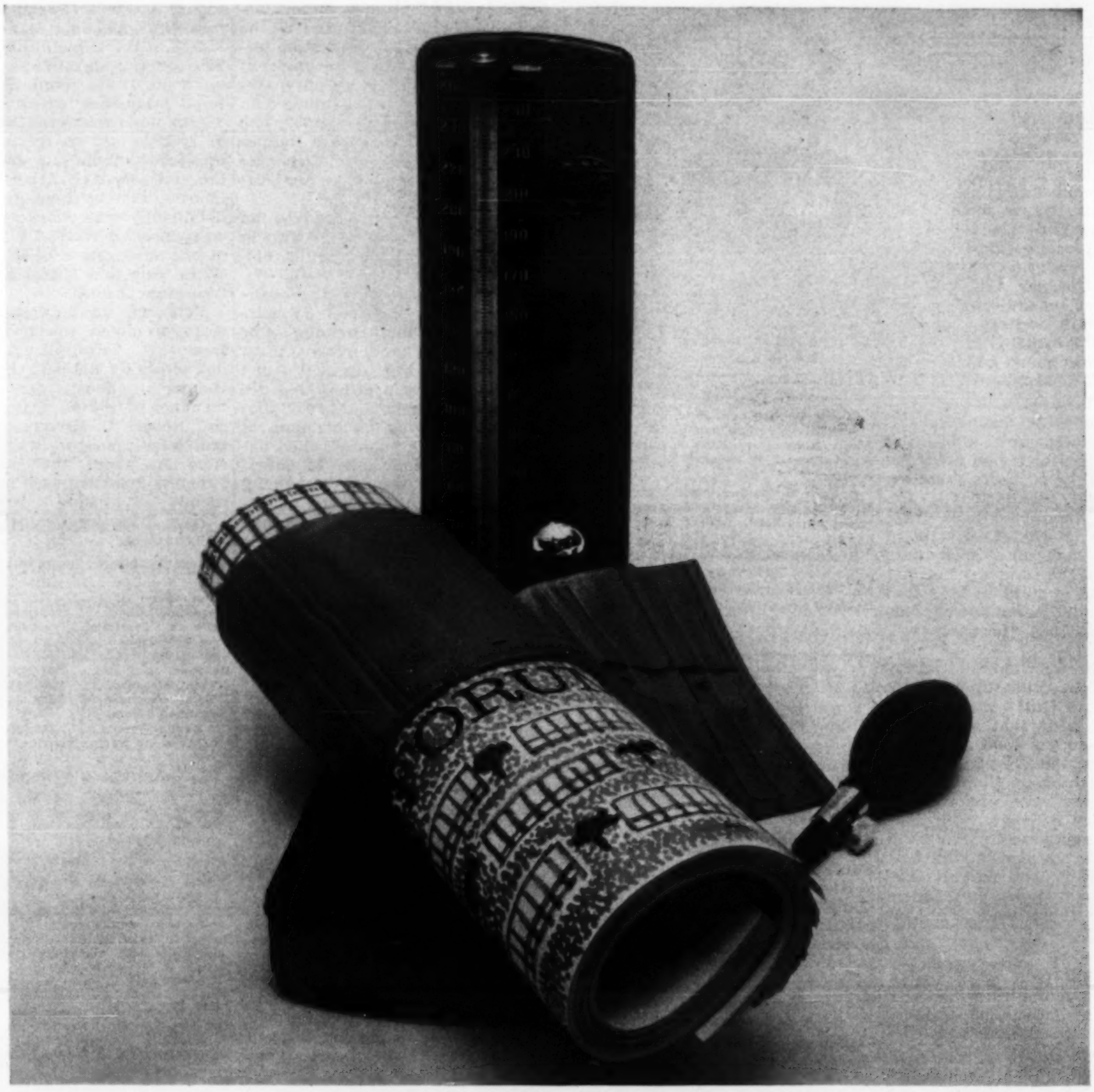
USE WORKMAN'S MARKET-MEDIA DATA BANK More than a half-million IBM cards containing county level magazine, newspaper coverage and market data provide information fast—tailored to your needs, and at cost of tabulation ONLY.

offers complete facilities and services with which to assist you at every stage of planning and executing complete, economical research projects and programs.

DESIGN • SAMPLING • CODING • TABULATING • PRESENTATION

At every step in MEDIA • MARKET • PRODUCT research, there's a Workman man to help you.

NEW YORK CHICAGO—WH 4-6255 LOS ANGELES



▪ The ~~good~~ pressure ▪

61,000 over 51,000: a rise in pressure that makes FORUM feel robust and young.

For a magazine's circulation is the life force that spells growth, and in the last three years, FORUM's has climbed steadily and easily, with never a skip or a drop to this new high of 61,000.

Which is not so surprising in view of the growth and health of the world FORUM reports and speaks for: the world of Big Building, and the $670 billion building boom that *that* world knows is coming in the Sixties.

FORUM

Architectural Forum the magazine of building published by Time Inc.

company. Net income of Gulf and its subsidiaries dropped to $290,467,000 in 1959 from $329,533,000 in 1958. But the 1958 figure included $43,283,000 of foreign income previously deferred because of modifications in currency conversion restrictions. Excluding the item from 1958 for comparative purposes, earnings from 1959 operations were $4,217,000 higher than in 1958.

Net income from U.S. operations rose 97% to $152,344,000 in 1959, representing more than half of the company's total income.

■ On the advertising front Gulf made some drastic reductions in media that had been employed heavily in the past—notably newspapers and spot tv. (The erosion of its spot tv budget was balanced somewhat by an increase in its use of network tv, however.)

So dramatic was the cutback in newspaper advertising—from somewhere over $2,800,000 in 1958 to under $500,000 in 1959—that the Bureau of Advertising and the American Assn. of Newspaper Representatives made Gulf one of the first targets of their "newly developed weapon," the National Sales Force program.

As reported at the annual convention of the American Newspaper Publishers Assn. this spring (AA, May 2), the presentation was made to top Gulf executives and marketing personnel and top people on the account from one of the company's agencies, Young & Rubicam. Three schedules were proposed to Gulf, costing $2,401,986. which would make Gulf "one of the most dominant gasoline advertisers in newspapers" in 1960.

■ Last year Gulf dropped r.o.p. color in newspapers altogether. The previous year it had been one of the top r.o.p. users, ranking sixth behind Standard Oil Co. (Indiana), which had been fifth

Benton W. S. Dodge, director of advertising and sales promotion, told AA that the company had not had the kind of story in 1959 that was suitable for newspapers, commenting that 1960 "probably will be different."

He also brought up the patchy quality of r.o.p. color reproduction as a factor in Gulf's dropping of r.o.p. "The thing that sells r.o.p. color," he said, "is good reproduction, and the thing that unsells it is bad reproduction. Wherever it's been bad, we have discontinued our campaign in color.

"Usually reproduction has been acceptable to us. But in the few cases where it was bad, it was very, very bad. It was hard for us to see how there could be that much variation."

■ During 1959 Gulf developed a new premium motor oil, which was introduced in 1960. The product appeared under the name Gulfpride Select Single-G, the "Single-G" designation indicating a wide-range oil which may be used in all driving conditions and in all seasons and climates throughout Gulf's marketing area, according to the company.

Gulf markets gasoline (Gulf Crest, Super No-Nox and Good Gulf), motor oils (Gulfpride, Gulflube and Supreme), lubricating oils and greases, natural gas and petrochemicals.

The company markets its products in 36 states through domestic marketing divisions, mainly east of Illinois, with the heaviest concentration in the Southeast. In July it entered the West Coast market with the acquisition of Wilshire Oil Co., an independent marketer with some 800 stations in California, Nevada and Arizona. It intends to operate Wilshire as a "separate entity."

The volume of refined products sold in 1959 averaged 580,218 bbls. per day, a slight increase over 1958.

■ Gulf continued its program of upgrading its service station representation and relinquishing stations because of obsolescence or inefficiency. It closed more stations than it opened during the year, decreasing its total retail outlets.

Gulf research produced at least two developments of consumer interest last year. One is a new valve which permits the operation of aerosol bombs in any position and the other is a new air-aspirated burner nozzle for use in domestic oil burners. This burner is being offered to the oil-heating industry on a royalty-free, non-exclusive basis.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 478,319	$ 2,854,696
Magazines	1,135,850	1,511,463
Farm Publications	62,650	88,448
Business Publications	400,000	344,300
Network Television	1,492,450	549,012
Spot Television	*857,470	**2,031,280
Outdoor	704,988	671,204
Spot Radio	415,000	1,000,000
Total Measured	5,546,727	9,050,403
Total Unmeasured	4,623,273	3,099,597
Expenditure	10,170,000	12,150,000

* Includes $34,460 for dealers.
**Includes $115,260 for dealers.

MARKETING PERSONNEL

Sales

Robert A. Hunter, marketing-administrative vp
J. L. Lenker, marketing-operational vp
E. W. Campbell, direct sales coordinator
C. J. Chaney, merchandising manager

Advertising

Benton W. S. Dodge, director of advertising and sales promotion
W. C. Kernahan, direct market advertising manager
L. H. Smith, retail and jobber advertising manager

ADVERTISING AGENCIES

Young & Rubicam, New York—all consumer advertising—Thomas W. Clark, account supervisor; Haps Kemper, David Palmer and J. R. Bracken Jr., account executives.

Calkins & Holden, New York—outdoor advertising—Walter B. Geoghegan, account supervisor; Robert Wolfe, account executive.

Ketchum, MacLeod & Grove, Pittsburgh—industrial advertising—C. E. Van Voorhis, account supervisor; Donald A. Colvin, account executive.

The Theo. Hamm Brewing Co.

	1959	1958
Sales	$135,000,000*	$130,000,000*
Advertising	7,500,000*	6,500,000*

*Estimated by AA

Theo. Hamm Brewing Co., St. Paul, the 88th largest national advertiser, is estimated by ADVERTISING AGE to have boosted its advertising investment 15% to $7,500,000 in 1959. However, except for new markets, advertising investment was held at a level with the previous year.

The company, which started an expansion program after World War II and has seen almost uninterrupted growth ever since, sold 3,551,859 bbls. last year, up from 3,394,206 bbls. in 1958. Volume has grown from 3,072,000 bbls. in 1955 and 825,000 bbls. in 1945.

■ Hamm is a closed corporation and does not reveal sales and earnings figures, but ADVERTISING AGE estimates volume rose about 4% to the neighborhood of $135,000,000 last year. (In 1958, sales originally were estimated by AA at $75,000,000 but this is now known to be very low; actually '58 sales were probably about $130,000,000.) Profits are reported to be substantial.

Despite its sales gain, Hamm dropped a notch to seventh place among the nation's brewers (behind Pabst Brewing Co., which rose to sixth after acquiring fast-growing Blatz Brewing Co.) as Hamm's share of the beer market rose to 4.2% from 4% in 1958.

HAMM'S BEER IS ROLLING YOUR WAY NOW
...direct from the land of sky blue waters!

MORE DISTRIBUTION—*Big saturation campaign for Hamm included spreads in newspapers in four states and District of Columbia last spring after brewer bought Baltimore plant, now selling to capacity.*

The company, founded by the late Theodore Hamm in 1865, was originally incorporated in 1893 although it wasn't chartered as the present Minnesota corporation until 1937. Its rise to the top ranks of brewers was marked by purchases of breweries in San Francisco in 1953 and Los Angeles in 1957. The breweries purchased were Rainier Brewing Co., San Francisco, and Rheingold Brewing Co., Los Angeles.

The San Francisco acquisition helped boost Hamm from 15th in beer sales in 1952 to eighth in 1954.

■ Hamm took another big expansion step last December by purchasing Gunther Brewing Co., Baltimore, a modernized plant with 1,000,000 bbls. capacity, and thereby making a strong bid for the eastern market. In 1960 that bid was showing clear signs of success as the company rolled out heavy promotion guns to introduce Hamm's beer in Maryland, Virginia, Delaware, District of Columbia and southern Pennsylvania.

Some 20% of Hamm's total advertising budget was set aside for the eastern invasion as the brunt of the campaign, which began in February, went into television, and the remainder was put in outdoor, newspapers and radio, in that order. The introductory campaign is expected to continue for a year, at first playing up the theme that "Hamm's Is Coming" and "Hamm's Is Here" but also continuing to build up its "From the land of sky blue waters" image, which has been pushed steadily for ten years by Hamm and its agency, Campbell-Mithun.

The eastern saturation campaign included 500 tv spots weekly (of 60 seconds, 20 seconds and eight seconds), newspaper spreads in b&w and full-color and two-color r.o.p. and more than 100 outdoor showings.

By summer Hamm's Baltimore capacity was reported sold out and additional beer was being shipped into the East from the St. Paul plant.

■ The Baltimore acquisition hiked Hamm capacity to 4,500,000 bbls. annually. In addition to plants in St. Paul, San Francisco, Los Angeles and Baltimore, Hamm has a major distribution branch in Chicago.

On the West Coast, Hamm is now No. 2 behind Lucky Lager, leading seller in the West, published tax figures show.

Hamm now has distribution in Minnesota, Wisconsin, Illinois, Missouri, North and South Dakota, Nebraska, Texas, Colorado, Wyoming, Idaho, Montana, Oregon, Washington, Indiana, Arizona, Nevada, New Mexico, California, Michigan, Maryland, Delaware, District of Columbia, Virginia and Pennsylvania.

■ Last year Hamm continued to stress tv and outdoor in its advertising, using its animated bear and other goof-ball animals and pushing the "sky blue waters" theme in the commercials. Among measured media, spot tv took 35.2% of the expenditure, outdoor 30%, spot radio 16.8% and network tv 11.2%. And Hamm entered magazines, which got 4.9%.

Like other brewers, Hamm likes to sponsor or co-sponsor sports broadcasts, including baseball in the top-beer-drinking summer months, thereby reaching its predominantly male market. Hamm is co-sponsor of WGN-TV's telecasts of all home games of the Chicago White Sox and Cubs, and of the Baltimore Orioles.

Three top marketing executives were promoted to vp last May: Henry R. Turnbull, director of marketing for the past three years; George J. Faust, general sales manager of the St. Paul division, and Robert D. Hirschboeck, general sales manager, western division. At about the same time, Leonard Johnson was named assistant advertising director and Phillip Hummel became point-of-sale manager.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 101,756	$ 184,982
Magazines	261,881	——
Network Television	600,461	366,480
Spot Television	*1,887,060	1,690,180
Spot Radio	900,000	650,000
Outdoor	1,614,353	1,797,000
Total Measured	5,365,511	4,688,642
Total Unmeasured	2,134,489	1,801,358
Estimated Total Expenditure	7,500,000	6,500,000

*Includes $65,180 for distributors.

MARKETING PERSONNEL

Henry R. Turnbull, vp and director of marketing
John D. Callahan, assistant to the marketing director

Sales

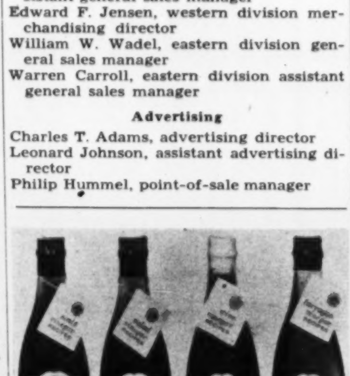
George J. Faust, vp and St. Paul division general sales manager
H. G. Vedder, St. Paul division assistant general sales manager
Robert H. Rygg, St. Paul division assistant sales manager—merchandising
Robert D. Hirschboeck, vp and western division general sales manager
Herm T. Newhouse, western division assistant general sales manager
Edward F. Jensen, western division merchandising director
William W. Wadel, eastern division general sales manager
Warren Carroll, eastern division assistant general sales manager

Advertising

Charles T. Adams, advertising director
Leonard Johnson, assistant advertising director
Philip Hummel, point-of-sale manager
Joseph F. Sullivan, St. Paul division advertising supervisor
Terence O'Brien, eastern and western divisions advertising supervisor

ADVERTISING AGENCY

Campbell-Mithun Inc., Minneapolis—Robert Pile, account group head; Robert Wold, account director; Jack Gustafson, account executive, St. Paul division; Palmer Packard, account executive, West Coast, and Robert Preston, account executive, East Coast.



RESTYLED—*A leading vinegar producer, H. J. Heinz this year restyled packaging on three of its vinegar products and added a fourth to make a new line of Heinz decanter-packaged vinegars.*

H. J. Heinz Co.

	1959†	1958
Sales	$340,223,700	$316,856,669
Earnings	12,231,374	11,095,742
Advertising	10,275,000*	8,500,000*

*Estimated by AA
†Fiscal year ended April 27, 1960

H. J. Heinz Co., Pittsburgh, the nation's 75th largest advertiser, is estimated by ADVERTISING AGE to have boosted advertising expenditures 20% to a record $10,275,000 in 1959.

The previous record was $9,500,000 spent in 1957 when Heinz promoted the happy coincidence of its "57" trademark and the 57th year of the century.

The big boost in 1959 expenditures was in network tv—$2,847,490, compared with $795,518 spent in network tv in 1958. While Heinz has been increasing amounts spent in most media during the past several years, it has reduced spot tv expenditures from the $1,621,290 spent in 1957 to $1,207,050 in 1958 and $28,040 in 1959.

In 1960 the advertising investment is expected to be 6% to 10% higher than in 1959.

■ Heinz rang up consolidated net sales of $340,223,700 for the fiscal year ended April 27, 1960, setting a record. Sales were 7% higher than the $316,856,669 reported for the previous fiscal year. Heinz has increased sales yearly since 1950, when the total was $170,508,252.

Net income rose to $12,231,374, up 10% from the previous year's $11,095,742.

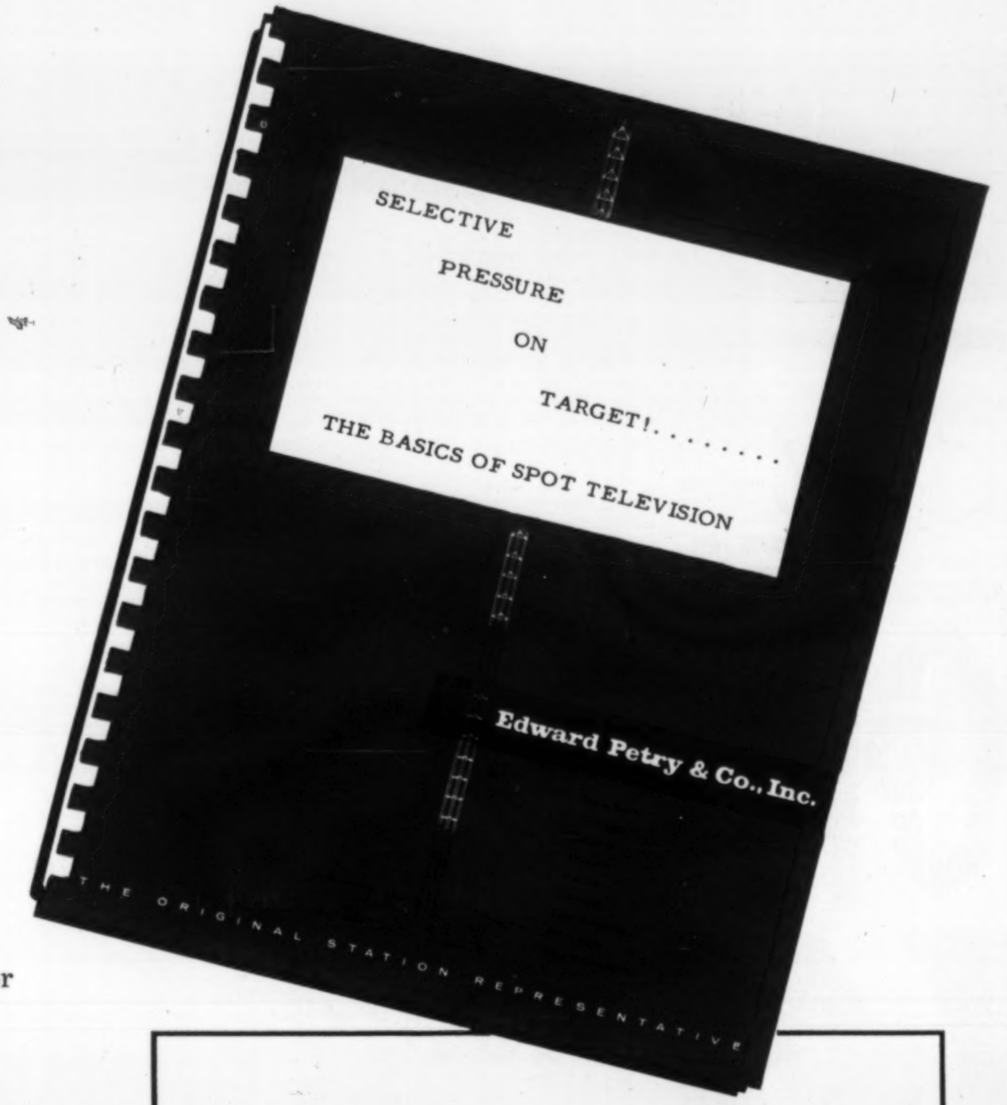
Heinz, a leading processor, packer and marketer of food products bearing the 57 Varieties trademark, has long operated subsidiaries in Canada, Britain and Australia. Last year, Heinz began manufacturing 57 Varieties products in its newly purchased plant of the Taminian company in Holland. In addition, Heinz broke ground for a new factory in the Lake Valencia Valley in Venezuela, to be operated by a new subsidiary, Alimentos Heinz C. A. (or Heinz Foods Inc.) Production will start early in 1961.

In 1956, the company reported it was making about 44% of its sales outside the U.S. and about 56% from the U.S.—and about 71% of the profits outside the U.S. The company does not release U.S. sales figures, but AA learned that in the year ended April 30, 1958, U.S. sales were approximately $148,500,000, or 50.5% of total sales. In the fiscal year ended April 29, 1959, U.S. sales were about $157,700,000, or 49.8% of total sales. In the year ended April 27, 1960, the company, while reporting good showings made by the subsidiary companies abroad, emphasized gains made in the U.S.

Of the net income for the 1959-60 fiscal year, $8,112,657, or 66% originated from foreign subsidiaries consolidated. In the previous year $8,669,749, or 78% originated from foreign subsidiaries.

■ During the past year, each of the Heinz companies showed a sales increase over the preceding year, Heinz reported. The British company, which operated 20 years without a profit, has doubled its sales every four years since World War II. During the war years, Heinz products gained immense popularity in Britain, and today,

New Spot TV Guide-Book aims right at the target of successful selling


SELECTIVE
PRESSURE
ON
TARGET!........
THE BASICS OF SPOT TELEVISION
Edward Petry & Co., Inc.
THE ORIGINAL STATION REPRESENTATIVE

Spot Television is the fastest growing advertising medium of the 60's —the most *flexible* market-by-market buy for your TV dollars. Now, at last, comes a basic guide-book on Spot TV. It is called "Selective Pressure on Target" and contains all the pertinent facts, figures and fundamentals on this effective selling force. It shows how Spot Television Advertising is used for a variety of purposes—and used very successfully. This Handbook is yours for the asking.

GET YOUR FREE COPY DIRECT FROM ONE OF THESE KEY STATION EXECUTIVES

These men know the Television business. They know their markets and the kind of advertising that will sell them most effectively. They can supply you with facts on viewing as up-to-date as the programming on their stations. They also have a supply of these booklets. So get your copy from one of these executives, or from us. Call or write today.

R. D. WILLIAMS
KOB-TV, Albuquerque

DON ELLIOT HEALD
WSB-TV, Atlanta

A. M. MORTENSEN
KERO-TV, Bakersfield

WILLIS K. FREIERT
WBAL-TV, Baltimore

EDWIN W. PFEIFFER
WGR-TV, Buffalo

BEN BERENTSON
WGN-TV, Chicago

DICK DRUMMY, JR.
WFAA-TV, Dallas

TOM MATTHEWS
WNEM-TV, Flint-Bay City

JACK McGREW
KPRC-TV, Houston

LEE BRYANT
KARK-TV, Little Rock

AMOS BARON
KCOP, Los Angeles

BOB HANNA
WPST-TV, Miami

RICHARD FOERSTER
WISN-TV, Milwaukee

JAMES E. BLAKE
KSTP-TV, Minneapolis-St. Paul

HI BRAMHAM
WSM-TV, Nashville

BENNET H. KORN
WNEW-TV, New York

KARL R. NELSON
WTAR-TV, Norfolk

R. J. DeLIER
KWTV, Oklahoma City

ARDEN SWISHER
KMTV, Omaha

DONALD TYKESON
KPTV, Portland

EDWARD BOGHOSIAN
WJAR-TV, Providence

MIKE THOMPSON
WTVD, Raleigh-Durham

JOHN W. KENNEDY, JR.
WROC-TV, Rochester

ROBERT E. KELLY
KCRA-TV, Sacramento

EDWARD CHEVIOT
WOAI-TV, San Antonio

BILL FOX
KFMB-TV, San Diego

MALCOLM DALE
WNEP-TV,
Scranton-Wilkes Barre

TED RICHESON
KREM-TV, Spokane

PETRY TV OFFICES AND MANAGERS

New York	Martin Nierman
Chicago	Louis A. Smith
Atlanta	Richard Hughes
Boston	William D. Walsh
Dallas	Bob Miller
Detroit	Bruce C. Mayer
Los Angeles	Bill Larimer
San Francisco	George Ledell
St. Louis	Fred Johnson

Television Division
Edward Petry & Co., Inc.
The Original Station Representative

many British housewives think of Heinz as a British-owned company. The volume of the three British Commonwealth subsidiaries has been growing, and in the past few years has accounted for almost 50% of the company's total sales, and more than 50% of the profits.

During last year Heinz completed a program of management realignment, with emphasis on marketing, especially in the U.S. operations. At the same time, Heinz completed the reorganization of its distribution setup which had been under way since 1954. For 85 years Heinz products had been distributed exclusively through company-operated warehouses. In 1954 Heinz began to switch distribution of products through cooperatives, voluntary chain groups, or wholesaler groups.

Principal products of the company, which uses more than 200 recipes for its U.S. products, are ketchup and other tomato products, pickles, soups, baby foods, beans, vinegar, mustard and condiments. The company also markets canned spaghetti, macaroni, chili con carne, sauces and "minute meals" such as beef goulash, chicken noodle dinner, chop suey and chicken stew with dumplings.

■ The grocery merchandising practices followed by Heinz retailer customers lend themselves to spectacular multi-variety sales that are particularly suited to the Heinz product line. During the year the company has conducted a larger number of major sales of this kind than ever before, and reported that they have been more successful than ever before.

Ketchup, baby foods and soup account for 60% of the company's business. The growing U.S. appetite for ketchup is a source of satisfaction to Heinz, which reports that, in the 1930s, persons five years and older consumed fewer than two bottles annually per capita, compared with nearly four bottles today. Heinz ketchup is the highest priced, yet the largest selling ketchup in the U.S., with between 24% and 28% of the ketchup market, while the three leaders (Heinz, Del Monte and Hunt) account for about 50%.

Heinz, also the world's largest pickle processor, sells more than 20 different kinds of pickles. All U.S. pickle sales now are about a third larger than five years ago, and currently amount to $200,000,000. Heinz believes it maintains its leading pickle position by keeping abreast of changes in the market. The company's pickle processing installation is located at Holland, Mich. The Holland factory also is a leading producer of Heinz vinegar products, which have brought the company a top position in the national vinegar market.

■ Heinz also is a leader in the baby-food field, with perhaps 15% to 20% of the market. It has expanded its line of baby-food products over the years, and last year, the company's baby food sales hit new highs. In baby foods, Gerber is first in the market, with Heinz and Beech Nut probably second and third, followed by Clapp. These top four have by far the lion's share of the market.

Ten new baby food products were introduced during the year. Seven of the new products are "firsts" for the industry: strained high-meat chicken dinner with rice; strained chicken a la king; strained tutti fruitti dessert; strained spaghetti, tomato sauce and meat; junior high-meat chicken dinner with rice; junior chicken a la king; and junior tutti fruitti dessert.

The screw cap on baby-food jars which Heinz pioneered in introducing, and which has been well received by mothers, has contributed to the sales growth, the company reports.

■ Sales of Heinz pre-cooked cereals have been stimulated by improvement of recipes and the redesigning of packages to attract the attention of young mothers.

Heinz standing with mothers, pediatricians, nursery dietitians, physicians, and others interested in the science of nutrition generally was enhanced, the company believes, with the publication during the year of "The Heinz Handbook of Nutrition," the first complete compilation of what is known today in the relatively new science of nutrition. It was written under the direction of the Heinz research staff in collaboration with leading authorities in the field of nutrition.

In the U.S. soup market, Heinz has less than 10%—probably between 4% and 8%—a small second to the 90% share enjoyed by Campbell Soup Co. However, in Britain, Heinz sells two-thirds of all canned soup manufactured in the United Kingdom.

Additional new products introduced during the year included condensed tomato rice soup, condensed cheese soup, and condensed alphabet with vegetable soup. The Heinz line of spaghetti products was augmented with the addition of spaghetti sauce with meat; spaghetti sauce with mushrooms; spaghetti and hot dogs in tomato sauce, and spaghetti with meat sauce. Beans and franks, and noodles with beef were also marketed.

Heinz added two new sauces—mustard sauce and barbecue sauce—to its growing line of sauces. The company says it now has the most complete line of meat and fish sauces available in the market.

■ Also important in the canned beans market, Heinz is third in this field, with perhaps a 6% share. Campbell is second, with between 24% and 25%, and Stokeley-Van Camp is first, with about 30% of the market. Libby follows Heinz, with probably about 4% of the market, and the other brands account for 35%.

Consolidation of sales accounting operations into four locations in the U.S. was begun during the year and is expected to be completed soon. Part of this consolidation consists of the complete mechanization of customer billing and branch accounting functions, developing in the process paper tapes suitable for direct use with electronic data processing equipment. The company is augmenting its present data processing equipment with the installation of an electronic computer.

During the year, utilizing the latest electronic equipment, a highly detailed operations-research study of Heinz distribution methods was completed—the first comprehensive scientific analysis of national distribution for a multiple product, multiple-factory food producer. In accord with this study, and as a sequel to the change in the Heinz system of supplying wholesalers and chain stores, the company has eliminated 29 branch warehouses during the last five years.

Heinz technology for transporting food ingredients in bulk gained significantly during the year. Three 19,000-gallon especially designed steel railroad tank-cars were added to the Heinz fleet for more economic transportation of concentrated tomato paste, fruits and vinegars.

■ In television, Heinz has expanded from five daytime shows to eight, and the company expects to increase the number to ten in the 1960-61 season. The new schedule calls for the same total number of commercials distributed over a larger number of shows, so as to achieve more depth coverage. The commercials are beamed to the housewife, and are straight product sell. The full NBC television network is used.

Baby food advertising, aside from that incidental to a big National Baby Week contest in May, was placed in magazines and Sunday supplements. These ads used an editorial approach, with "service" copy. Advertising in the daily newspapers was of the continuity or reminder type.

The copy approach on advertising for all other products supported contests, promotions, premiums, new products and the like.

Hotel and restaurant advertising during the year remained much the same as in the preceding year in both copy approach and tone, including color ads in magazines and business publications.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 2,843,715	$ 2,292,355
Magazines	1,425,265	1,261,041
Farm Publications	1,109	———
Business Publications	105,400	118,600
Network Television	2,847,490	795,518
Spot Television	28,040	1,207,050
Total Measured	7,251,019	5,674,564
Total Unmeasured	3,023,981	2,825,436
Estimated Total Expenditure	10,275,000	8,500,000

EXECUTIVE DIVISION PERSONNEL

B. Dent Graham, exec vp, Heinz-U.S.; chairman, U.S. management board
Ralph B. Johnson, assistant to exec vp, Heinz-U.S.A.; public relations
Oscar C. Roesemeier, department head, trade and public relations

MARKETING PERSONNEL

Marketing and Sales Promotion

Robert P. Taylor, general manager, marketing
Albert Collins, manager of sales promotion
W. C. McGorry, department head, sales promotion, grocery
C. R. West, supervisor, sales promotion, hotel and restaurant products
David Fluharty, manager of marketing research
John W. Shaffer, manager of product marketing

Advertising

William H. Parshall, manager of advertising
James A. Gordon, assistant advertising manager in charge of media
S. H. Haliburton, supervisor, television and radio
Edwin C. Lehew, department head, trade paper and production
Elton Schnellbacher, department head, photography
Lila Jones, department head, home economics

Sales

John D. Scott, vp, sales
James E. Hamilton, manager, chain store sales
W. H. Lohr, manager, distributor sales
H. F. Moffat, manager, hotel and restaurant sales
D. R. James, manager, eastern sales area
F. G. Barnum, manager, western area sales

ADVERTISING AGENCIES

Maxon Inc., Detroit—consumer and hotel and restaurant advertising—Hunter Hendee, account supervisor.

Joshua Epstein Co., New York—Kosher market advertising—Joshua Epstein, account supervisor.

Ketchum, MacLeod & Grove, Pittsburgh and New York—public relations only—Robert M. Brown, supervisor..

Johnson & Johnson

	1959	1958
Sales	$304,606,240	$265,376,711
Earnings	15,442,582	12,609,773
Advertising	15,000,000*	13,000,000*

*Estimated by AA

Johnson & Johnson, New Brunswick, N.J., the nation's 59th largest advertiser, increased its advertising expenditure 15% to $15,000,000 in 1959, as sales and earnings reached record highs.

Sales increased 14%, topping the $300,000,000 mark for the first time. Net earnings were up 22%. Sales have achieved considerable growth since their 1950 mark of $165,542,000.

Sales by J&J foreign affiliates in 1959 were $70,646,255, a 16% rise over 1958 sales of $60,917,316. Net earnings zoomed 75% to $4,272,221 from $2,444,246 in 1958 and dividends remitted to the parent company were $1,166,565, compared with $1,127,923 in 1958.

The company continued its expansive picture in the first three months of 1960 as sales for the quarter hit $79,270,000, exceeding the 1959 quarter by 7.4% and setting a new all-time high. Net earnings were 8% ahead, $8,568,000. Consolidated foreign earnings slipped to $1,197,000 for the quarter compared with $1,333,000 for the same period of 1959.

Among measured media, magazines and network television get the bulk of J&J's advertising dollars. Magazines and network tv each get more than $3,000,000. Modess sanitary napkins are J&J's most heavily advertised product, and probably took $2,000,000 last year.

■ J&J is a 74-year-old worldwide complex employing more than 21,000 people in some 20 countries (13,766 in the U.S.). In the U.S. there are some ten companies which sell more than 1,200 products. J&J is the world's foremost manufacturer and distributor of surgical dressings and a wide variety of related products. It also sells an extensive line of industrial adhesives, first aid products, drugs, proprietaries, pharmaceuticals, dental goods, baby-care products, brushes, hygienic products, sanitary napkins, paper and woven fabrics, upholstery and automotive fabrics, petticoat fabrics, interlinings, screenings, cheesecloth, insulating materials, etc.

FOR BABY—*Silhouette is from tv commercial pushing Johnson & Johnson's baby lotion. Product faces growing competition lately although J&J still is over-all leader in baby care field.*

Among its ten domestic companies and divisions are Chicopee Mills, Personal Products Corp. (Modess sanitary napkins and tampons), Tek-Hughes (toothbrushes), Permacel (industrial tapes), Ethicon Inc. (sutures), Ortho Pharmaceutical Corp., Cellulose Products Corp. and McNeil Laboratories Inc. (ethicals). Last April the company sold the U.S. assets of its LePage division to Papercraft Corp. In September, 1959, Cilag-Chemie A.G., a small Swiss pharmaceutical outfit was purchased. In May, 1959, Chicopee Mfg. Corp. bought Refined Products Corp., Lyndhurst, N. J., a small manufacturer of specialty processing chemicals and resins, and is now operating it as a division. In November, 1959, J&J sold a three-year-old interest it had in Fenwal Laboratories through Ethicon Inc.

■ J&J operates this sprawling enterprise on an "extended autonomy" system which permits its "associated companies" to operate as independent units with their own profit and loss statements. Its Chicopee affiliate is a bulk manufacturer for J&J companies as well as outsiders. The latest annual report shows an income of nearly $3,500,000 from J&J sales to foreign subsidiaries.

The high-gear new products pace of 1957, when about ten new items made an appearance, slowed down numerically in 1958 and appears to have lessened further last year. But the company points out that new product development has actually been accentuated, with the emphasis now on large-volume products which require longer re-

AD/SALES CAMPAIGNS
BROCHURES/CATALOGS
ANNUAL REPORTS
MAGAZINES/FILM STRIPS

Complete Creative Planning
or Single Project

GRANT-JACOBY, INC.
936 N. MICHIGAN AVE., CHICAGO 11
MOhawk 4-2055

Creating
QUALITY
Facsimile
Color Plates
with latest
Control
Methods

SEIDEL-FARRIS-CLARK INC.
Engravers
Toledo, Ohio
Box 955

search. Among the few new products was a large size Band-Aid adhesive bandage measuring 2x5" and selling at 69¢ for a tin of nine, introduced in June, 1959. That same month, Ortho Pharmaceutical announced Actase Fibrinolysin, an aid in dissolving blood clots, and added, "The commercial prospects are yet to be determined." In July McNeil Labs introduced Griseofulvin for the oral treatment of certain fungus infections. Micrin oral antiseptic went into test earlier this year in Portland, Ore. This year, Tek Hughes division marketed a line of children's toothbrushes with plastic handles permanently impregnated with six ice cream scents.

■ Biggest agency change of the year was the departure of several hundred thousand dollars worth of Chicopee billings from Lennen & Newell, most of it landing at Doyle Dane Bernbach July 1. In May, Erwin Wasey, Ruthrauff & Ryan was dropped from the J&J roster, and advertising for Coets cotton squares was returned to Young & Rubicam. About a year ago, advertising for Jonny Mop shifted from EWRR to Street & Finney. Division autonomy at J&J is such that 15 different domestic agencies are employed, an unusually high number for an advertiser of this size. (Chicopee Mills alone has eight agencies.)

Johnson & Johnson's total medical and ethical advertising budget, including direct mail, is estimated by AA to be about $2,000,000. Of this, the largest share, possibly $750,000, is probably spent by McNeil Laboratories. Next might be Ortho Pharmaceutical Inc., with a budget near $500,000; Ethicon Inc., with less than $500,000; and the J&J hospital division with an estimated $300,000. One of J&J's many agencies, L. W. Frohlich & Co., has the bulk of the ethical budget, just as another, Young & Rubicam, carries the major portion of the consumer budget.

■ Earlier this year, two J&J ethical subsidiaries, McNeil and Ortho, were among the first to sign as sponsors for the National Broadcasting Co.'s new fm Medical Radio System, which was to go into doctor's offices via closed circuit beginning in September in 16 markets, but NBC postponed the program indefinitely two months ago.

There has been no advertising in the Cellulose Products Corp. division for some time; Yes facial tissue stopped in January, 1959, and Jonny Mop early this year.

■ Undoubtedly, the biggest ad budget is in Personal Products Corp. where measured expenditures accounted for more than $2,000,000 in 1959 and total advertising probably execeeded $5,000,000. Of this, more than $1,500,000 went for Modess sanitary napkins (an increase over 1958), first in some metropolitan markets, but generally a runner-up to the Kotex napkin, which has well over 50% of the market. Next in over-all advertising importance are the many baby products, with a total budget well over $1,500,000 in measured media. J&J is credited with starting the baby skin care market and is the over-all leader. Many of the baby products have been No. 1 in their markets for many years, but certain of them, like baby lotions, have been faced with growing competition recently.

The well-known Band-Aid adhesive bandages got a measured expenditure of $650,000, probably making the Band-Aid product group the second most advertised J&J line. More than $500,000 went into magazines. Baby oil and powder was backed by $479,000 in magazines, baby liquid cream $368,000 in magazines and medicated powder $216,000 in magazines. Other baby toiletries and proprietaries received well over $200,000.

Of the various Chicopee Mills divisions, baby products is the main one advertising consumer products on a significant scale.

The dozens of paper and fabric lines sold under the Chix and Chux names received a measured appropriation of $263,000. First aid cream got $152,000; various LePage products $123,000; the Tek-Hughes brush line about $50,000 and remaining items were below this figure except for a multiproduct expenditure of over $250,000 and the ethical expenditure.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,111,384	$ 1,127,698
Magazines	3,726,425	3,615,455
Farm Publications	74,927	158,845
Business Publications	47,700	154,500
Network Television	3,001,115	2,461,026
Spot Television	168,800	157,660
Outdoor	35,265	——
Total Measured	8,165,616	7,675,184
Total Unmeasured	6,834,384	5,324,816
Estimated Total Expenditure	15,000,000	13,000,000

YOU ARE URGENTLY REQUESTED TO SEE THE

HICKOK MANUFACTURING COMPANY

10 PAGE ADVERTISING SECTION SPECIFICALLY DESIGNED*

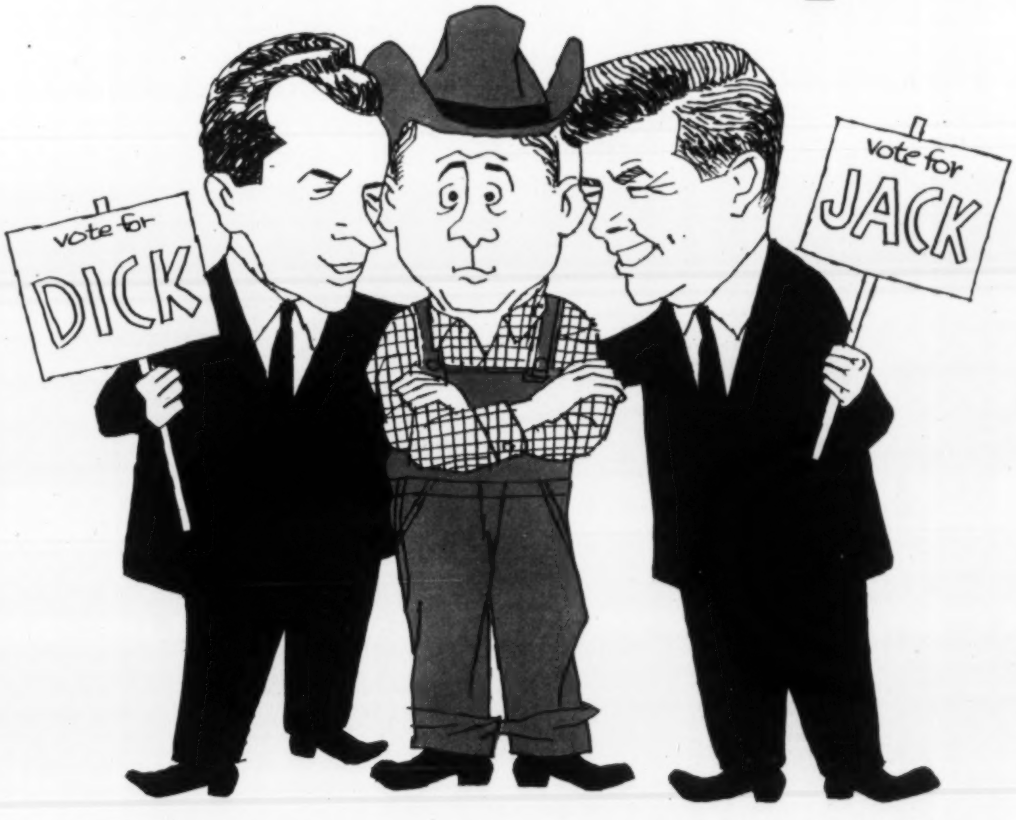
TO SELL THE MEN'S WEAR RETAILER.

MEN'S WEAR MAGAZINE

AUGUST FIFTH ISSUE

*BY KASTOR, HILTON, CHESLEY AND ATHERTON

election tip!



With the farm issue up for grabs in the coming election, and with both the Democrats and the Republicans going all out for the all-important farm vote, millions of listeners all over Hometown and Rural America will be tuned in with new intensity to Keystone stations.

Never before has this vast radio audience been such a prime market for Keystone advertisers . . . and never before has this audience had such a powerful purchasing potential.

And here's your tip: No matter who wins the *election—you* can win in Keystone markets. Call Keystone right now and jump on the band-wagon! This is THE TIME to sell YOUR campaign to all or part of Hometown and Rural America. They'll be listening!

CHICAGO
111 W. Washington St.
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blv
DUnkirk 3-2910

DETROIT
612 Penobscot Building
WO 2-4595

SAN FRANCISCO
57 Post St.
SUtter 1-7440

KBS Keystone BROADCASTING SYSTEM, INC

THE VOICE OF HOMETOWN AND RURAL AMERICA

JOHNSON & JOHNSON

MARKETING PERSONNEL

Robert W. Johnson Jr., exec vp in charge of marketing, and general manager
H. M. Poole Jr., vp in charge of general line sales

General Line Merchandising and Advertising

J. E. Burke, vp of merchandising and advertising
W. E. Sawyer, director of merchandising services
J. G. Hansen, assistant director, merchandising services
R. Hardesty, director of consumer research
K. B. Hawthorne, director of special promotions
R. E. Scott, assistant director, general promotions
I. A. Quackenboss, product group director, baby and proprietary products
R. G. Schoel, product director, children's medications
R. Ballard, assistant product director
R. H. Johnson, product director, cotton buds, baby shampoo
R. B. Thompson, product director, baby liquid cream, medicated powder
B. M. Slattery, product director, baby lotion, baby soap, baby powder, baby oil, baby cream, baby gift boxes
R. J. Arrix, assistant product director
R. J. Shaw, product group director, adhesive bandages and surgical dressings
H. L. Farlow, product director, adhesive bandages, plastic tape, clear tape
J. R. Gregg, product director, adhesive bandages
M. D. Schackner, product director, first aid kits, Resusitube airway medicated plasters
W. L. Olesen, product director, Micrin oral antiseptic
A. R. Meares, product director, first aid cream, dental floss
I. M. Kisseberth, product director, gauze bandages, sterile gauze pads, cotton, cotton balls, adhesive tape
J. T. Dettre, assistant product director

ADVERTISING AGENCIES

Young & Rubicam, New York—Arthur Menadier, account supervisor; Edward Kelly, account executive—first aid cream, cotton, cotton balls, improved bandage, regular bandage, gauze 1-5-25 yd., Pic a Puff, Steri-Pads gauze pad, adhesive tape (daytime tv); George Fitch, account executive—baby powder, baby oil, gift boxes, baby cream, baby soap, cotton buds; Clifford Smith, account executive, entire adhesive bandage line (nighttime tv); James Shivas, account executive—shampoo, medicated powder, Micrin oral antiseptic.

N. W. Ayer & Son, New York—Thomas Watson, account supervisor; William Bortree, account executive—plastic tape, clear tape, dental floss; Thomas Sweltzer, account executive—medicated plasters, baby liquid cream, baby lotion.

L. W. Frohlich & Co., New York—Charles Lewis, account supervisor; Robert Hennigan, account executive—Resusitube; Nat Zamoff, account executive—Liquiprin, nose drops and spray; J. Farren, account supervisor; Frank Morrman, account executive—dental goods.

PERSONAL PRODUCTS CORP.

Milltown, N. J.

MARKETING PERSONNEL

Frank D. Callahan, senior vp in charge of marketing strategy
Thomas E. Batey, vp, sales
J. Jay Hoddup, vp, advertising and merchandising
Maurice F. Healy, divisional merchandising manager, sanitary products
W. B. McDonald Jr., merchandising manager, tampon division
Lee J. Lent, product director, Modess sanitary napkins
R. P. Davis, assistant product director, Modess sanitary napkins
Margaret C. Frampton, product director, Modess belts, Med tampons
Robert T. Thalhofer, product director, Modess tampons
Patricia Gail Morrison, director of education
George Wilder, product director, Coets squares
Irene M. Sabo, director, new products

ADVERTISING AGENCIES

Young & Rubicam, New York—Oscar Lubow, account supervisor; Edward Concannon, account executive, Modess napkins, Modess belts, Serena napkins, Teenage napkins; Paul O'Neill, account executive—Modess tampons; Kae MacDonald, account executive, educational program; unassigned—Coets squares.

Cummins & Associates, New Brunswick, N. J.—Dave Cummins, account supervisor—medical advertising.

CHICOPEE MILLS INC.

(Sales agent of Chicopee Mfg. Co., New York)

MARKETING PERSONNEL

J. J. Smith, president
Winston L. May Jr., vp and manager, baby products division
Bernard J. Rahilly, vp and general manager, Lumite division
Bart H. Bossidy, vp and general manager, Refined Products Co.
J. Ferrell Nicholl, vp in charge of planning
S. Edward Bagley, general manager, nonwoven fabrics division

Sales

John Falkenholm, vp and general manager, general line division
Kenneth J. Osgood, vp and sales manager, baby products division
J. Frank Pratte, sales manager, general line division
Harold W. Brown, sales manager, automotive fabrics (Detroit)
George B. Birt, sales manager, Lumite division, fabrics

Advertising

William G. Mulhole, product director, professional products
Robert R. Poggi, product director, nonwoven baby products
C. Neel Walker, product director, nonwoven baby products
Esther Bradish, assistant product director, woven and non-woven baby products
Grover C. Culshaw, product director, consumer products (non-woven fabrics division)
Kenneth J. Kimball, product director, packaged towels and industrial fabrics (non-woven fabrics division)
Harold S. Merrell, product director, Keybak interfacings (non-woven fabrics division)

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Edward T. Russell, account supervisor, Carl Seiffer, account executive—Chix gauze diapers, disposable diaper pads, diaper liners, baby panties, baby pillow cases, fitted crib sheets, Chux disposable diapers, Swan-Soft gauze diapers, Swan-Soft fitted crib sheets, Baby Best gauze diapers, Baby Best fitted crib sheets.

David Cummins & Associates, New Brunswick, N. J.—Frank Nutry, account executive—Chux disposable underpads, Chix adult gauze diapers, Chix cleaners.

Arndt, Preston, Chapin, Lamb & Keen, Philadelphia—Robert Chapin, Carl Klingelhoeffer, account executives—Dottie duster, Dottie silver polish cloth, Miracloth cleaning cloth, Mira-Sham cloth (non-woven fabrics division).

E. T. Howard Co., New York—Robert Tenny, account executive, Masslinn napkins and towels (non-woven fabrics division).

Bert Paul Kun Associates, Highland Park, N. J.—Bert Paul Kun, account executive—Jet towel, Shop towel, Golf towel, Masslinn cleaning cloth and tool (non-woven fabrics division).

Johnstone Inc., New York—Stanley Kramer, account executive—Keybak interfacing (non-woven fabrics division).

Robert E. Martin & Co., Atlanta—Robert E. Martin, account executive—automobile seat cover fabrics, upholstery furniture fabrics, Lum-Puf fashion fabrics, screen cloth, Saran screening, woven industrial fabrics, Chixon rayon fabrics (Lumite division).

Lowe & Stevens, Atlanta—Robert C. Lowe, account executive—agricultural shade cloth (Lumite division).

TEK HUGHES DIVISION

New Brunswick, N. J.

MARKETING PERSONNEL

Vincent J. Robinson, president
Robert McCaffrey, vp of sales
Walter R. Ralston, product director
Arthur Fritog, product director

ADVERTISING AGENCY

Young & Rubicam, New York—Oscar Lubow, account supervisor; Clifford Smith, account executive—Tek toothbrushes, Hughes hair brushes, Tek nylon combs.

PERMACEL

New Brunswick, N. J.

MARKETING PERSONNEL

George C. Riegger, president
George A. Fitzgerald, vp in charge of marketing
Norman P. Hickok, director of industrial and electrical products

Advertising

Franklin W. Bartle, advertising manager

ADVERTISING AGENCIES

Aitkin-Kynett Co., Philadelphia—M. E. Goldsmith, account supervisor; William T. Longstreth, account executive—industrial advertising for Permacel tapes, adhesives and electric insulating materials.

Young & Rubicam, New York—Ed Kelly, account executive—Bondex hot iron tape.

HOSPITAL DIVISION

New Brunswick, N. J.

MARKETING PERSONNEL

J. D. Lierman, vp
W. B. Borsdorff, sales manager
T. A. Crowley, assistant sales manager
W. R. Blaikie, product group director
R. G. Litchfield, product group director
R. H. Frese, manager, contract division
H. F. Fleischer, product director, sponges—all types
W. B. Boucher, product director, obstetrical products
E. D. Baker, product director, combine pads and rolls, cotton balls, underpads
G. C. Ring, product director, orthopedic products
P. T. Rayner, product director, adhesive products
B. T. Cowper, director, dental division
A. C. Hoffman, product director, dental products
L. J. Murphy, director of sales service

ADVERTISING AGENCIES

Cummins & Associates, New Brunswick—George McFail, Carl Tuosto, account executives—hospital division; Ralph Martinson, account executive—elastic goods.

Aves, Shaw & Ring, Grand Rapids, Mich.—K. C. Ring, account executive—filter products.

ORTHO PHARMACEUTICAL CORP.

Raritan, N. J.

MARKETING PERSONNEL

Foster B. Whitlock, president
W. Vincent Abrahamson, vp and director of marketing

Sales

Du Pont Murphey, sales manager
F. W. Schiller, director of product promotion, therapeutics and diagnostics
W. P. Thompson, director of product promotion, contraceptives
E. G. Holland, director of product development
A. E. Foden, director of market research

Advertising

John A. Baruch, director of advertising

McNEIL LABORATORIES

Philadelphia

MARKETING PERSONNEL

Henry S. McNeil, president

Sales

David S. Lamont, vp, sales
Frederick Else, director of sales education
Daniel J. Fennelly Jr., manager, hospital sales

Advertising and Promotion

John Hogan, vp, advertising and promotion
Douglas G. Lovell Jr., director of market planning
Edwin R. Steel, advertising manager

Distribution

Thomas J. Lynch, manager of distribution

ADVERTISING AGENCIES

L. W. Frohlich & Co., New York—Robert E. Hitchens, account executive.

H. C. Phibbs Advertising Co., Chicago—James F. Fleming, M.D., account executive.

ETHICON INC.

Somerville, N. J.

MARKETING PERSONNEL

Sales

T. W. Eckels, vp, sales

Advertising

Edward Henrys, vp, advertising

ADVERTISING AGENCY

L. W. Frohlich & Co., New York—Charles Lewis, account supervisor—ethical and medical advertising for sutures.

CELLULOSE PRODUCTS CORP.

Milltown, N. J.

MARKETING PERSONNEL

L. W. Bateman, vp, sales
Michael W. Slagada, director of merchandising and in charge of advertising

ADVERTISING AGENCY

Street & Finney, New York—Carroll Grinnell, account executive—Yes tissues, Jonny Mop.

S. C. Johnson & Son Inc.

	1959†	1958
Sales	$95,000,000	$80,000,000
Advertising	15,800,000*	14,300,000*

†Fiscal year ended July, 1960
*Estimated by AA

S. C. Johnson & Son, Racine, the 53rd largest national advertiser, is estimated by ADVERTISING AGE to have hiked its advertising expenditures 11% to $15,800,000 in 1959.

To help push its new and well established waxes and polishes, and introduce new products, Johnson last year invested the biggest portion of its advertising expenditures in network and spot television.

The company spent $7,125,705 in network time costs and $1,098,880 for spot tv time. All this came to $1,000,000 more than Johnson spent on tv time in 1958. Newspaper expenditures, which have been cut back drastically since 1957, were reduced further in 1959 to $271,447 from $601,999 spent in 1958. In 1957 Johnson spent well over $1,000,000 in newspapers.

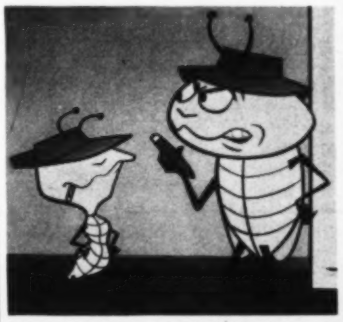
■ Johnson is a privately owned company and no official figures on sales or earnings are available. However, domestic sales are estimated to have neared $95,000,000 in the fiscal year ended July, 1960, which the company said was its best sales year in history. Estimated domestic sales for the previous fiscal year neared $80,000,000. AA estimated sales for the company in 1957 at more than $65,000,000.

Johnson waxes and polishes are said to account for about 50% of volume in their respective fields. Pledge furniture wax, a pressure packaged product successfully introduced two years ago, reportedly has continued to enjoy outstanding sales, helping Johnson to take a larger share of the polish market than in previous years.

Raid insecticide, another Johnson line, is recognized as No. 1 in sales in its field. Off! insect repellent also reportedly dominates sales in its field.

Johnson's Glade reportedly "has substantially improved" its share of the air freshener market over 1958, when it claimed a 15% share.

■ Johnson, a leader in the wax business for 74 years, has greatly diversified, developing new products other than floor and furniture waxes-polishes. Most recently the company added a new line of shoe polishes in non-tip plastic containers and a shoe polishing kit which Johnson hopes will be nationally distributed by the end of this year. The company attributes much of its sales rise last year to new products. In all, Johnson makes 32 products in its household division, and 80 products in its service products division.



COOL CROOKS—*In "Dragnet" type plot featuring the Cool Crooks, Johnson Wax animated tv commercial shows how its Raid insecticide, No. 1 in the market, "kills 'em dead before they spread." Foote, Cone & Belding, Chicago, is the agency.*

One new product is Holiday, a car washing cream that is said to wash, clean and polish a car. Holiday was introduced in southern states early in January and now has achieved national distribution. The product was supported with spot and network tv and newspaper ads in major markets. An upholstery foam cleaner for cars introduced nationally in 1958 is now doing very well, the company reports.

Bravo, a new liquid detergent household cleaner, test marketed in Pittsburgh and Syracuse early this year, was pulled off the market recently. Johnson entered this field but contended unsuccessfully with well-established Lestoil and Spic and Span, and later met up with Mr. Clean.

■ AA learned recently that Johnson has developed a new program to promote its own floor care products with electric polishing and scrubbing machines. Johnson said that it will no longer compete with other appliance manufacturers in selling its own household floor polishing machines at the retail level. Instead Johnson is expecting to work with all major manufacturers to promote wider use of other floor care machines.

The company began selling electric polishers, mostly for rental, in 1925 and in 1954 launched an intensive sales program in the appliance trade. In 1957 the company brought out its own convertible floor machine with a polishing and scrubbing brush and an attachment for rug cleaning, plus Johnson's own rug cleaning compound. The combination was pushed heavily in

FOR
PHOTOGRAPHY!

SETS/STYLING
FOOD/FASHION
PRODUCT/PUBLICITY
LOCATION/ARCHITECTURAL

Crisp, Black & White . . .
High-Key Color

GRANT-JACOBY, INC.
936 N. MICHIGAN AVE., CHICAGO 11
MOhawk 4-2055

IN MEXICO
Best Foods
is a client
of
NOBLE ADVERTISING CO.
PLAZA DE LA REPUBLICA 26, MEXICO 1, D. F.

print media nationally and in spot radio and tv. Later Johnson dropped its promotion of the convertible machine.

Under its new policy Johnson will run a big sales promotion program in cooperation with Sunbeam Corp. The program includes "floor care centers" available to franchised Sunbeam dealers in department, appliance and hardware stores. The selling center will offer two models of Sunbeam's new all-purpose floor conditioner and rug cleaner, which were introduced recently at Atlantic City. The deluxe Sunbeam automatic machine, which dispenses liquid floor waxes and liquid rug cleaner, sells for $59.95 and another unit with optional liquid dispenser sells for $29.95. Johnson will use the display center to sell large-size Johnson floor care products. The display includes a guide to automatic floor care, a demonstration panel and educational booklets for customers.

The company also plans to sell its own floor care machines to supermarkets which will in turn offer them on a rental basis, instead of selling them direct to consumers.

■ In its service products division Johnson has introduced two new products in the building maintenance line: Forward, a heavy duty cleaner for institutional use, and Super Shur-Tred, a buffable, polymer floor finish also formulated for commercial and institutional use.

In July, 1958, Johnson purchased the patent rights to Porelon, a micro-porous plastic in which liquids can be incorporated during manufacture, then released as required. The first nationally marketed device to use Porelon was a Memo-Dater desk pad calendar which stamps the date on memos through the plastic marking stamp. The stamp is designed to give 50,000 impressions without re-inking. The Memo-Dater is made by Brown & Bigelow, St. Paul, Minn. Since purchasing the patents, Johnson has licensed companies in the toy, cosmetic, toiletries and marking device fields, where extensive product development is now under way.

The first item to be marketed this fall by a licensee will be a series of toys and games. In addition, components for automatic marking devices in computer imprinters, credit card machines, coding devices and business machines in general are being marketed by Johnson. It is now examining other applications for Porelon.

■ Another new item in the service products division is "Diphenolic Acid," a chemical intermediate for use in paint, varnishes, oil additives and plastics fields.

As part of a $4,000,000 building program now under way, Johnson recently completed a $1,000,000 pressure packaging plant at Waxdale near Racine.

■ Early this year the company announced plans to expand its international operations. Newly established companies in Italy and Switzerland increase the total number of Johnson's overseas subsidiaries to 14.

International personnel shifts followed: S. C. Johnson, who was vp of the service products division, is now vp and one of four regional directors in the international division. He headquarters in London where he supervises Johnson's operations in Europe, Africa and the Near East.

J. J. Louis Jr., who was advertising and public relations director of the international division, is now director of international marketing.

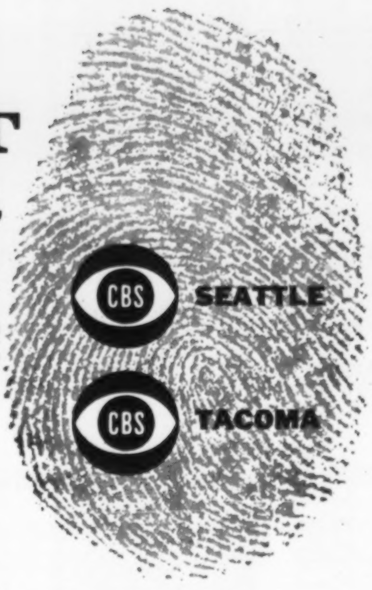
■ On the home base E. J. Grant, former service products sales manager, was named general manager of service products division. Two new posts were added to this division: T. L. Fitzgerald became field sales manager, and G. E. Tabet, formerly with research and development, was appointed a market development supervisor.

In the household products division G. H. Beaumont, former assistant sales promotion manager, was shifted to the sales training department. Johnson promoted W. J. Shively and William Belan to assistant product managers, named B. E. Offner assistant sales promotion manager, and added M. A. Hawk as assistant sales promotion manager.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 271,447	$ 601,999
Magazines	762,499	966,870
Business Publications	56,000	56,400
Farm Publications	470	——
Network Television	7,125,705	5,242,277
Spot Television	1,098,880	1,813,560
Total Measured	9,315,001	8,681,106
Total Unmeasured	6,484,999	5,518,894
Estimated Total Expenditure	15,800,000	14,200,000

PUT YOUR FINGER HERE!

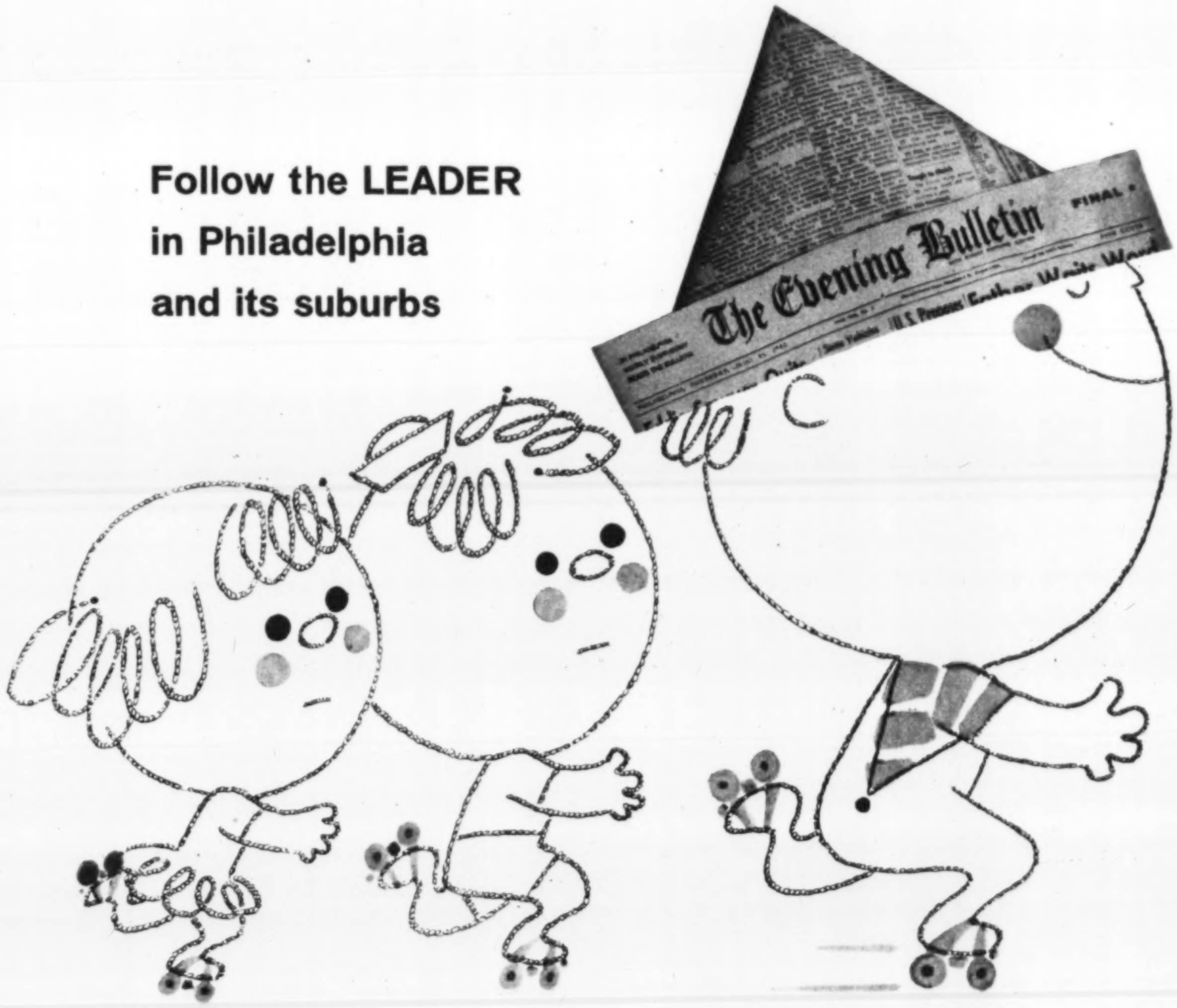


A MARKET BIGGER THAN BALTIMORE . . . bigger than Cleveland and Louisville combined

You can't overlook a market of 1½ million prosperous people with $3 billion in Spendable Income. Such a market is the rich Puget Sound area blanketed by KTNT-TV, a CBS affiliate. Learn how and why this station has achieved such wide listener acceptance and popularity . . . ask your WEED TELEVISION man for full details. Talk to him before you make promotional plans in the Pacific Northwest.

KTNT TV
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

Follow the LEADER in Philadelphia and its suburbs



Start with the basics—the A.B.C.

The 1959 A.B.C. Audit Reports show that The Evening Bulletin leads The Morning Inquirer in circulation by 145,637 in the 14-county Greater Philadelphia Market . . . The Evening Bulletin leads in the city and in the suburbs.

And more women read The Evening Bulletin than The Morning Inquirer in Greater Philadelphia—on both sides of Philadelphia's city limits. The Evening Bulletin's female adult readership, reported in the 1960 National Analysts, Inc. study of adults in telephone homes, is 368,000 in the city and 372,000 in the suburbs.

EVENING BULLETIN LEAD OVER MORNING INQUIRER AMONG WOMEN READERS

121,000 or **49% MORE** in the City

100,000 or **37% MORE** in the Suburbs

221,000 or **43% MORE** in Greater Philadelphia

No matter how you look at it, The Evening Bulletin leads in circulation and readership throughout Greater Philadelphia. Follow the leader in Philadelphia and its suburbs—The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation *and* Readership . . . in Philadelphia *and* in Suburban Philadelphia

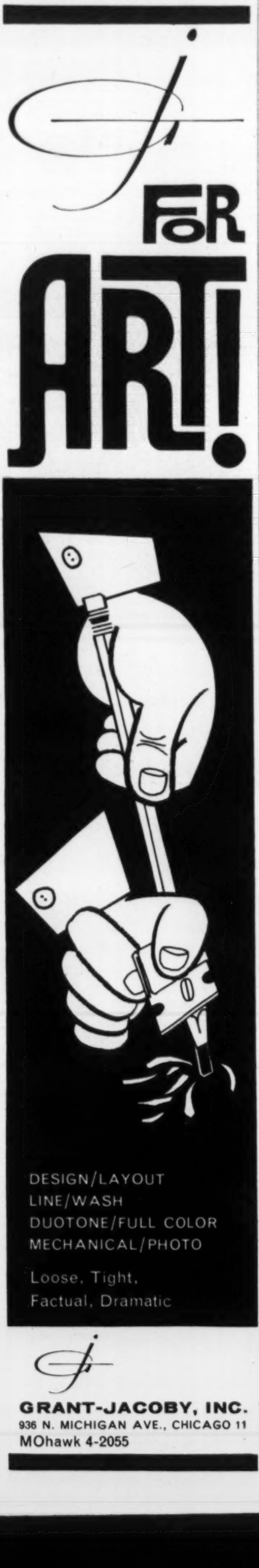
A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14 county Greater Philadelphia A.B.C. City and Trading Zone

HOUSEHOLD PRODUCTS DIVISION

MARKETING PERSONNEL

R. W. Carlson, vp, household products division
R W. Griffith, household products sales manager
Douglas L. Smith, advertising and merchandising director
Wm. W. Herzog, sales planning manager
Robert E. Dobson, product manager, polishing waxes (paste wax, Beautiflor), polisher-scrubber, rug cleaner, Beautiflor waxer
R. H. Deihl, product manager, furniture polishes (Pledge, Pride, Jubilee, cream wax), Stride, Glade
W. J. Shively, assistant product manager, furniture polishes (Pledge, Pride, Jubilee cream wax), Stride, Glade
L. R. Peterson, product manager, Glo-Coat, Johnson's shoe polishes
J. B. Rasmussen, product manager, automotive products
H. D. Wakefield, product manager, Klear, Raid, Off!, Glo-Coat applier, Kleen Floor
Wm. Belan, assistant product manager, Klear, Raid, Off!, Glo-Coat applier, Kleen Floor
C. A. Stangby, media manager
J. K. Duncan, sales promotion manager
B. E. Offner, assistant sales promotion manager
M. A. Hawk, assistant sales promotion manager
R. E. Davies, advertising production manager
J. R. Pfotenhauer, assistant advertising production manager



SERVICE PRODUCTS DIVISION

MARKETING PERSONNEL

E. J. Grant, general manager, service products division
T. L. Fitzgerald, field sales manager, service products
T. B. Martin, advertising and merchandising director
W. P. Sawyer, sales promotion manager
J. W. Anderson, sales promotion specialist
G. L. Boehm, market development manager
P. D. Crane, market development supervisor, maintenance products
R. L. Paap, market development supervisor, agricultural and furniture waxes
J. C. Lindblad, market development supervisor, special industrial coatings
G. E. Tabet, market development supervisor

INTERNATIONAL DIVISION

MARKETING PERSONNEL

A. O. Fisher, vp, international division
J. J. Louis Jr., director of international marketing

ADVERTISING AGENCIES

Benton & Bowles, New York—Beautiflor, paste and cream waxes, Jubilee, Pledge, Glade, electric polisher-scrubber—Edward Murtfeldt, management supervisor; Francis Lanigan, account supervisor; John Weaver and John Masson, account executives.

Foote, Cone & Belding, Chicago—all automotive products, Raid insecticides, Off! insect repellent, Klear wax, Holiday—George Belsey Jr., account supervisor; C. E. Behr and Jack McArdle, account executives.

Needham, Louis & Brorby, Chicago—Glo-Coat, Pride, Stride, Johnson's shoe polishes, service products division, military and export advertising—Daniel Welch, account supervisor; Carl Shem, James Fasules, Joseph Benge and Ruth Muench, account executives.

Kellogg Co.

	1959	1958
Sales	$242,410,406	$219,997,523
Earnings	19,327,440	18,593,489
Advertising	29,500,000*	24,000,000*

*Estimated by AA

Kellogg Co., Battle Creek, world's largest maker of ready-to-eat cereals, and the country's 24th largest advertiser, is estimated by Advertising Age to have hiked its investment in advertising 23% to $29,500,000 in 1959.

Kellogg increased its expenditure in newspapers by $1,313,663, to $3,927,363, and although its network television expenditure was down from 1958 it still remained the largest single investment—$7,454,261. Kellogg increased its advertising in most media, and the biggest increase went into spot tv, which took $5,988,600, against $2,549,440 in 1958. Last year marked a return to outdoor advertising for the first time since 1956. Kellogg poured $1,374,304 into this medium, explaining that "outdoor is a good medium, at its best when tv is down."

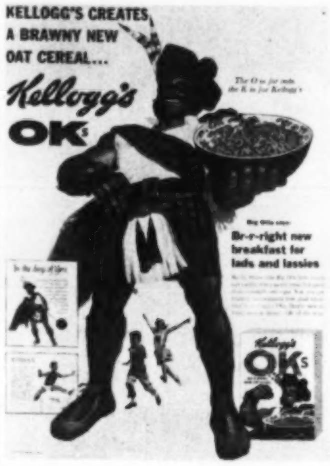
■ It was a record year all around for Kellogg. Net sales soared to $242,410,406, up 10% from 1958. Profits were up 4% to $19,327,440. Kellogg sales in the first half of 1960 were up 8% to $134,403,027 from $124,513,133 in the previous first half. Net earnings were $11,189,169, up 9% from $10,237,182 in the 1959 first half.

IN MEXICO
Carnation
is a client
of
NOBLE ADVERTISING CO.
PLAZA DE LA REPUBLICA 26, MEXICO 1, D. F.

■ Kellogg reportedly has about 46% of the packaged dry cereals market. General Foods is the nearest competitor with 25%, followed by General Mills with 20%.

Ready-to-eat cereals account for more than 94% of Kellogg business. The company processes 700,000,000 pounds of cereal annually.

Corn Flakes, the first Kellogg cereal, still accounts for about a third, or the biggest portion of all sales.


KELLOGG'S CREATES A BRAWNY NEW OAT CEREAL...
Kellogg's
OKs
Br-r-right new breakfast for lads and lassies
OKs

THE BIG O—*Big Otis, rugged Scottish Highlander, was central character in Kellogg's big push for new oat cereal, OKs, brought out last year. Full-color r.o.p. ad was one of many used in heavy newspaper and outdoor schedule.*

Kellogg also makes Gold Medal macaroni and spaghetti (sold chiefly in the southern states), Gro-Pup dog food and other animal feeds.

Kellogg now sells 17 different brands of cereals, after introducing OKs, a new oat cereal, last fall. With the addition of OKs, Kellogg now produces cereals from all four major grains. OKs was testmarketed in a strong newspaper and outdoor campaign on the eastern seaboard in the summer in 1959, and is now marketed nationally.

■ Another new Kellogg introduction was Concentrate, an all purpose nutritious food, which was test marketed early last year in west coast markets and gained national distribution in the fall. Concentrate, which is 40% protein, can be eaten as a cereal, or used as a topping for meat, fish and salads.

Last month Kellogg announced that the company would begin national distribution of its Request Pack for adults. It had been tested in Florida, Chicago and Baltimore-Washington since February. The new pack, based on survey findings of adult preferences, includes two boxes each of Corn Flakes and Special K and one each of Rice Krispies and 40% Bran Flakes. Kellogg is employing newspapers and network tv to back this pack. Kellogg's All Stars, a star-shaped, pre-sweetened oat cereal, is also being introduced currently.

In its 54-year history, an important part of Kellogg operation has been new product development. Its importance is reflected in sales figures. Forty per cent of the company's 1959 sales of packaged goods in the U. S. came from products introduced during the past 10 years, the company reported.

The industry's sales outlook has tremendous prospects, according to Kellogg President Lyle C. Roll. The total annual volume of ready-to-eat cereal business, he said, is expected to increase 50% within several years. He cited figures showing that in the past decade the volume of the cereal business has grown at a rate of 4% compounded. Mr. Roll looks for a similar increase in 1960 and said Kellogg hopes to take a big share of the new business.

■ Kellogg has expanded plant operations in a big way. More than $94,000,000, or more than half of Kellogg's net earnings since 1940, have been reinvested in plant improvements and new facilities. In 1959 the company completed construction and installation of a 15th plant in Memphis. Last April Kellogg opened in Oslo, Norway, another installation (a direct affiliate of Kellogg Co. of Great Britain), representing the 16th production unit in Kellogg's worldwide network.

Some 8,000 persons are employed in plants located in Battle Creek; Omaha; Lockport, Ill.; San Leandro, Cal.; Memphis; London, Ont.; Springs, Transvaal; Queretaro, Mexico; Dublin; Copenhagen; Uppsala, Sweden, Wormerveer, Holland; Sydney, Australia; Auckland, New Zealand; and Oslo, Norway. Kellogg also plans to open branch installations in Colombia, Switzerland and Finland.

Kellogg has changed its marketing strategy in the past several years. In 1957 the company discontinued cereal in-package premiums, explaining that they did not appeal to adult cereal buyers and did not necessarily make loyal users of children, who switched brands with each new premium. Now Kellogg says in-pack premiums are practically extinct, although it does maintain some "so-called self-liquidating premiums."

The Kellogg marketing research staff reported recently that, contrary to the idea that cereals are strictly "kids' foods," adults consume 50% of all ready-to-eat cereals sold and that children and teen agers consume the other 50%.

■ Kellogg recently has increased the emphasis of spot tv shows, pulling several network shows onto a spot basis, although networks still get the bigger slice—$7,454,261 in 1959, compared with $5,988,600 for spot. In 1959 Kellogg sponsored "Dennis the Menace," "What's My Line," "Garry Moore," "House Party," "The Deputy," "Hotel de Paree," "Walt Disney Presents," "Superman," "Wild Bill Hickok," "Huckleberry Hound," "Quick Draw McGraw" and "Woody Woodpecker," the latter four on a spot basis.

In 1960 Kellogg sponsored "House Party," "What's My Line," "Garry Moore," "Dennis the Menace," "The Deputy," "Hotel De Paree," "Huckleberry Hound," "Quick Draw McGraw" and "Woody Woodpecker."

Big buys for Kellogg on the 1960 fall schedule include sponsorship of a new CBS nighttime hour long show, "The Aquanauts"; "Mister Magoo," animated tv series in 100 markets, and reruns of "Father Knows Best."

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 3,927,363	$ 2,413,700
Magazines	2,750,251	2,120,631
Farm Publications	152,209	66,378
Business Publications	120,000	132,000
Network Television	7,454,261	10,290,885
Spot Television	5,988,600	2,549,440
Outdoor	1,374,304	—
Total Measured	21,766,988	17,573,034
Total Unmeasured	7,733,012	6,426,966
Estimated Total Expenditure	29,500,000	24,000,000

MARKETING PERSONNEL

E. M. (Mard) Leaver, president of Kellogg Sales Co. and vp in charge of marketing of Kellogg Co.

Sales

C. A. Tornabene, general sales manager
K. E. Englert, assistant to general sales manager
D. L. Evans, assistant to general sales manager
H. L. Green, assistant to general sales manager
F. G. Norris, assistant to general sales manager
H. G. Crosby, director of market research
R. A. McNicol, in charge of institutional sales
H. F. Muntz, vp in charge of international marketing
J. E. Lonning, international sales manager
L. C. Borsum, sales manager, feed division
L. G. Buchanan, sales coordinator
W. E. LaMothe, product development coordinator
S. W. Harvey, executive director—domestic sales, Kellogg Co. of Great Britain, Manchester
W. C. Nicolson, sales manager, Kellogg Co. of Canada, London, Ont.

Advertising

R. P. Olmstead, vp in charge of advertising
H. M. List, advertising manager, Kellogg Co.
D. F. Brown, assistant to advertising manager
A. J. Finley, assistant to advertising manager
W. M. Pierce, assistant to advertising manager
T. E. Tinsley, assistant to advertising manager
L. E. Rochester, vp and advertising manager, Kellogg Co. of Canada, London, Ont.

ADVERTISING AGENCY

Leo Burnett Co., Chicago—all products in U. S. and Canada—Roy S. Lang, vp in charge of client service; Dale Nolan and Robert Spaeth, account supervisors; William Seymour (All-Bran); Dan Scully (Rice Krispies, restaurant and institutional); Tom Connolly (all pre-sweets, macaroni and spaghetti, Snack-Pak); Paul Harper (Special K, Concentrate, Krumbles); Joe Hall (Corn Flakes, OKs, mink feed); John Schubert (Corn Flake Crumbs, Pep); Tom Heath (Variety, Handi-Pak, Gro-Pup, Bran Flakes, Raisin Bran, Shredded Wheat), and Ted Hudson (all Kellogg in Canada), in Toronto.

Kimberly-Clark Corp.

	1959†	1958
Sales	$403,758,696	$368,232,380
Earnings	31,342,614	26,337,441
Advertising	9,000,000*	9,800,000*

†Fiscal year ended April 30, 1960
*Estimated by AA

Kimberly-Clark Corp., Neenah, Wis., the nation's 83rd largest advertiser, spent an estimated $9,000,000 for advertising in 1959, down 9% from 1958.

Earnings rose 20% to $31,342,614 in the fiscal year ended last April 30, as sales increased 10% to $403,758,696. These figures include, for comparative purposes, the operations of American Envelope Co., West Carrollton, O., and Chicago, which K-C acquired in March, 1959, little more than a month before the close of fiscal 1959 on April 30. American Envelope, maker of stationery, envelopes, index, offset and post card papers, is being operated as a subsidiary.

■ Kimberly-Clark's consumer products, which get the lion's share of the company's advertising, are Kleenex tissues (which leads its market), table napkins and towels; Kotex (leading its market), Fems feminine napkins and Fib tampons; Sanek beauty pads, tissue strips and towels; Delsey bathroom tissues, and Marvalon coverings.

Last fall, K-C introduced Hunters' Pack—flare-red tissues in a pocket pack. Early in January, a new economy-size roll of Kleenex towels was introduced as a companion to the two-roll package. The introductory program for the towels included a "3¢-off" consumer offer.

During 1959 and early 1960, a number of promotions were conducted by the company for its consumer products. A "Name the Stars" contest, offering up to $30,000 in cash or common stock, was conducted for Kleenex tissues. This spring, consumers were offered a choice of floral premiums for 50¢ and two opening strips from boxes of Kleenex tissues.

COLOR RINGS UP
NEW SALES
IN
KANSAS CITY

Want to see your product march off store shelves in Kansas City? Then schedule a color campaign in The Kansas City Star! The extra impact of color in this prestige medium which for 80 years has moulded Kansas City buying habits is a truly exhilarating experience! Choice of 7-day, 12-time-a-week spot or dramatic full color in page or fractional units. 1,000 line minimum. Modest color surcharge.

FEDERAL NOSE COUNT

reveals whopping 26% population increase for Metropolitan Kansas City! In this expanding, high-income market of 1,027,307 persons, The Star lays down America's most thorough twice-daily circulation coverage, with 94% of readers receiving home delivery. Big difference in sales action!

THE KANSAS CITY STAR

COMBINED DAILY CIRCULATION 668,158

In addition to the "cents-off" promotion conducted for the economy-size roll of Kleenex towels, similar offers were made for Kleenex table napkins nationally and for Delsey bathroom tissues on a regional basis.

■ A new package design for Kotex feminine napkins was introduced nationally early this year, featuring a white rose against solid pastel background colors. A travel contest and a second wardrobe sweepstakes also were conducted on behalf of Kotex, along with a 25¢ refund promotion and a 10¢ cross-coupon promotion with Kotex belts. A packaging innovation—Kotex napkins individually wrapped and packaged in boxes of eight—was introduced in the metropolitan New York area in March.

A new accessory product, Fems belts, was added to the product line this spring with a "5¢-off" introductory offer. "Cents-off" offers and magazine coupons also were employed for Fems feminine napkins.

In tv, K-C this fall will continue its co-sponsorship of "Wanted, Dead or Alive," (CBS-TV) on Wednesday nights. It has dropped its co-sponsorship of "Twilight Zone," and taken on a new show with a second sponsor, "Checkmate," (CBS-TV) on Saturday nights. These programs will back Kleenex tissues, table napkins and towels and Delsey bathroom tissues.

In the spring of 1959, consumers were offered a "cents-off" coupon on Marvalon coverings through *Better Homes & Gardens* and *Suburbia Today*. This spring, a three-page gatefold for Marvalon ran in *Better Homes & Gardens*, and was followed by page ads in *Living for Young Homemakers*, *Successful Farming* and *Sunset*. Several new colors and patterns were added to the Marvalon coverings line, along with a new wrapper and modernized label.

■ K-C's industrial products are coated and uncoated book papers for commercial printing and periodical publishing, business papers, technical papers, bible papers, blueprint papers, carbonizing papers, cigaret papers, condenser papers, envelopes, Kimpak interior packaging, Kimwipes disposable wipers, Kimpreg plastic surfacing, Litho Wipes plate processing towels, Texoprint plastic printing paper, Additive-A clay conditioner, meat and poultry pads and industrial wadding.

In September, 1959, a new corporation was formed by Kimberly-Clark and J. P. Stevens Co., a major manufacturer of textiles. The new company—Kimberly-Stevens Corp.—was created to produce and market a family of nonwovens. It will function as a jointly-owned and separately-operated subsidiary of the two companies.

In February of this year, K-C announced that negotiations had been completed for acquisition of the Paris company, Societe Sopalin, for production and distribution of K-C products in France. Societe Sopalin has a plant south of Paris which produces a wide range of paper products.

A new manufacturing and converting plant went into operation early this year at Lancaster, New Brunswick, to produce Kleenex tissues and Delsey bathroom tissue for the Maritime provinces of Canada.

■ In the U.S., the company has announced plans to double the capacity of its Fullerton, Cal., plant, expanding that factory's product line to include Kleenex towels, Kleenex table napkins, Kotex feminine napkins and Fems feminine napkins, in addition to Kleenex tissues and Delsey bathroom tissue. A $12,000,000 expansion program at the Moraine paper mill, West Carrollton, O., will triple that plant's production capacity by late 1961. The company's Niagara, Wis., mill also will be expanded for a program which includes installation of a high speed, coated printing paper machine.

K-C has 26 plants operating in the U.S., eight plants in Canada and one each in Australia, England, France, Mexico, Union of South Africa and Germany.

■ Late last summer, K-C's marketing division was reorganized into the consumer products division and the industrial products division. L. E. Phenner was appointed senior vp of consumer products and A. G. Sharp was named senior vp of industrial products. Also, W. J. French was elected vp in charge of sales for consumer products and W. W. Cross was elected vp in charge of sales for industrial products.

In the consumer products marketing group, A. F. Altree was named brand manager of Kleenex table napkins and J. E. Hambleton, brand manager of Delsey bathroom tissues. Mr. Altree formerly was sales staff assistant in the international division and Mr. Hambleton was assistant to the vp of sales.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 814,949	$ 2,305,171
Magazines	2,341,413	2,113,418
Business Publications	381,300	310,000
Network Television	3,291,632	2,966,771
Spot Television	———	139,050
Outdoor	54,336	50,663
Total Measured	6,883,630	7,885,073
Estimated Unmeasured	2,116,370	1,914,927
Estimated Total Expenditure	9,000,000	9,800,000

CONSUMER PRODUCTS

MARKETING PERSONNEL

Sales

L. E. Phenner, senior vp
W. J. French, vp in charge of sales

Marketing and Advertising

E. A. Olson, general manager, marketing, consumer products
H. J. Sheerin, products manager, brand manager, Fems products
J. W. Arnold, sales promotion manager
J. B. Williams, brand manager, Kleenex tissues
R. W. Ebert, brand manager, Kotex products
J. E. Hambleton, brand manager, Delsey bathroom tissue
J. S. Sensenbrenner, brand manager, Marvalon coverings, Sanek professional products
N. C. Dyer, brand manager, Kleenex towels
A. F. Altree, brand manager, Kleenex table napkins
H. G. Hartfelder, assistant to products manager
J. B. Catlin, general manager, marketing planning and research
C. E. Noble, manager, marketing planning and research

INDUSTRIAL PRODUCTS

MARKETING PERSONNEL

Sales

A. G. Sharp, senior vp
W. W. Cross, vp in charge of sales

Marketing and Advertising

R. A. Brabbee, manager, industrial products advertising and sales promotion
L. I. Landrum, advertising and promotion supervisor, printing papers
H. U. Hoffman, advertising and promotion supervisor, Neenah business papers and Texoprint plastic printing paper
S. L. Swenson, advertising and promotion supervisor, industrial wadding products
R. L. Mayottee, advertising and promotion supervisor, Munsing business papers and meat and poultry pads
J. M. Rudolph, manager, industrial marketing planning and research

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—all products except Fems and business papers—R. J. Koretz, management representative; J. J. Hussey, senior account executive and Kleenex towels account supervisor; Harvey Clements, account executive on Kotex napkins and belts and Delsey tissues; G. L. DeBeer, Kleenex tissues and table napkins account executive, and Richard Magruder, account executive on all products of the industrial products division.

Doherty, Clifford, Steers & Shenfield, New York—Fems products—D. K. Clifford, management representative; H. M. Ireland, account executive; R. E. Timmerman, account executive on Fems.

Creative Group Inc., Appleton, Wis.—cotton fiber and sulphite business papers. Gordon Fisher and Alan Hoppe, account executives.

Lestoil Products Inc.

	1959	1958
Sales	$24,500,000	$23,000,000
Earnings, pre-tax	2,294,000	5,000,000
Advertising	10,000,000	8,331,470

Lestoil Products Inc. (formerly Adell Chemical Co.), Holyoke, Mass., the 77th largest advertiser in the country, boosted its advertising expenditure about 20% to $10,000,000 in 1959.

The increase was used to meet the hard-hitting competition from a raft of Lestoil all-purpose detergent imitators and to launch the company's second consumer product, a soluble bleach called Lestare. Most of the additional money went to this company's favorite medium, spot television, although newspapers also drew a slightly larger budget.

■ Keeping tabs on sales and earnings for Lestoil has been difficult throughout the years when it was a privately owned company run by the Jacob L. Barowsky family. In the future records will be more accessible. In June 1960, Standard International Corp., Andover, which paid Mr. Barowsky and his family approximately $12,000,000 for Adell Chemical Co., took over the Holyoke company and renamed it Lestoil Products Inc.

DIRT FIGHTER—*Little fellow at left was dreamed up in 1958 by Robert Lawrence Animation to personify dirt in Lestoil animation spots. He's been scurrying around on tv ever since. Company got a new owner in June and new name, Lestoil Products Inc.*

In 1959 the company grossed an estimated $24,500,000; pre-tax earnings on these sales were $2,294,000. Sales and earnings for 1958 were estimated at $23,000,000 and $5,000,000 respectively.

In retrospect, 1958 sales figures published in last year's 100 leaders issue of ADVERTISING AGE appear to be too high.

Nor did the 1959 budget hit the $13,500,000 figure earmarked by the company for advertising; it fell short by about $3,500,000. In the case of Lestoil, which buys saturation tv at package rates, the measured figures are so far out of line as to be meaningless. The TvB-Rorabaugh spot tv estimate for this company's gross time expenditures for 1959 was $18,392,234.

Sales for the first half of 1960 are running at about the 1959 level; before taxes earnings for that period are estimated at $1,641,000. The advertising budget is running about the same as last year.

■ Early in 1959, Lestoil executives, famed as sharp television bargainers, warned tv stations that some of them might be pricing themselves out of the reach of Lestoil. Rate hassles caused the company to drop completely out of tv for a while in Louisville and Buffalo.

Mid-year saw the introduction of Lestare. The newcomer was given the tv saturation treatment in the company's distribution area, which concentrates on the Northeast, parts of the South and most of the Midwest. Lestoil claims sales leadership in most of its territory.

Some newspapers were used—especially in those areas where rate fights were unresolved—and some radio spots, but mainly the 1959 ad story for Lestoil was spot tv bought on a 52-week run-of-schedule basis, with at least 30 spots a week carried on each station.

A new management team, headed by Daniel E. Hogan Jr., president of Standard and now president of Lestoil Products Inc. as well, moved in to take over the Lestoil reins in mid-1960. Mr. Barowsky was named Lestoil chairman and his sons-in-law, I. L. Eskenasy, former exec vp of Adell, and Aaron Kingsberg, former head of the Adell house agency, were appointed executive assistant to the operations committee and consultant, respectively, with five-year contracts.

■ The old Lestoil house agency, Jackson Associates, which had functioned as Adell's advertising department, merged with the five-year-old Sackel Co., Boston, to form Sackel-Jackson Co., now New England's largest ad agency. The merger followed shortly after Standard assumed control of Lestoil.

Mr. Hogan emphasized the need for getting away from the house agency concept and shifted the Lestoil business to a business associate from the Bolta Co. days, Sol Sackel, president of Sackel-Jackson.

A separate internal advertising department was set up at Holyoke for Lestoil. Eleanor Miller, previously account executive at Jackson, was named advertising manager; Marion Mocheski, previously station promotion director at Jackson, was appointed sales promotion manager.

■ As this article went to press the new agency and management of Lestoil were busy working out plans for future expansion. The company is aiming at broader distribution for both Lestare, which already has invaded California and has its eye on other markets in the West, and Lestoil.

While no increase is planned in the advertising budget, the money may be spent differently. There may be less dependence on run-of-schedule spot tv. This type of spot may be mixed with prime time spots, network participations, and magazine advertising to help build the Lestoil image.

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$ 260,204	$ 100,500
Spot Television	9,173,176	7,664,350
Business Publications	———	28,820
Outdoor	———	1,000
Point of Sale	———	20,000
Television Talent, Production	———	45,000
Direct Mail	———	6,000
Merchandising Material	———	20,000
Co-op Appropriations	———	445,800
Total Measured	9,443,380	———
Total Unmeasured	566,620	———
Estimated Total Expenditure	10,000,000	8,331,470

*All 1958 figures were provided by the company. The total estimate for 1959 was obtained from company sources; the newspaper figure for that year came from ANPA and the tv figure, reported at $18,132,030 by TvB, was adjusted by AA in line with the company over-all estimate.

MARKETING PERSONNEL

Sales

Charles J. McCarthy, vp in charge of sales
William J. Massey, field sales manager
Abe Nathanson, general sales supervisor
Martin Davis, industrial manager
Dave Shavell, district manager, New York
Joseph O'Donnell, district manager, Philadelphia
Jim Napier, district manager, Louisville
Ben Mandell, district manager, Detroit
Dan Becker, district manager, Baltimore
Ted Dekker, district manager, Indianapolis
Melvin Kahn, district manager, Boston

Advertising

Eleanor Miller, advertising manager

FOR
CON-
TACT!

A contact group that knows its business—linking the client's needs with our creative abilities assures the best creative job. Produced right the first time, on time!

CONTACT G/J
NATIONAL/LOCAL
CAMPAIGNS/PRESENTATIONS
RESEARCH/SPECIFIC PROJECTS

Prompt, Firm Follow-Through, Promises Met

GRANT-JACOBY, INC.
936 N. MICHIGAN AVE., CHICAGO 11
MOhawk 4-2055

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
....
....
....

Marion Mocheski, sales promotion manager

ADVERTISING AGENCY

Sackel-Jackson Co., Boston—Lestoil and Lestare—Sol Sackel, president; Ralph Schiff, exec vp; Don Heath, vp and account supervisor, and Irv Eison, vp for marketing.

Lever Bros. Co.

	1959	1958
Sales	$409,600,000	$382,600,000
Earnings	15,200,000	10,100,000
Advertising	91,000,000	88,000,000

Lever Bros. Co., New York, the nation's fifth largest advertiser, increased its advertising expenditures 3.4% in 1959 to score a sales gain of 7%.

Earnings showed a substantial rise of 50% but the company is still not happy with this picture. It has set as one of its basic goals a 5% return on sales and last year's net of $15,200,000 represented only a 3.7% return on volume.

1959 was largely a year of consolidation for Lever. Praise and Handy Andy reached national distribution early in the year and since then the company has not had any major national introductions on its hands—a rare experience these days. Lever brought out seven major new products between 1957 and 1959.

■ Lever Bros. is a wholly-owned subsidiary of Unilever Ltd., Anglo-Dutch combine which is indisputably the largest advertiser in the world.

AA excludes from these Lever Bros. figures the advertising expenditures of Thomas J. Lipton Inc., another Unilever-owned company, although it recognizes that Lever and Lipton maintain close ties, sharing television time and pooling expenditures to get the best possible quantity discounts. Lipton spent about $8,000,000 in measured media in 1959.)

The change in Lever's business was symbolized last year by the shutdown of the company's factory in Cambridge, Mass., once the U.S. headquarters of Lever Bros. Lever explained: "Essentially a soap factory, this plant had become virtually obsolete with the growth of detergents." Lever today has two soap powders in its product lineup—Rinso and Lux flakes.

■ In the detergent field, Procter & Gamble holds a commanding position with Tide, which has an estimated 25% share of the market, and Cheer, which has an estimated 10%. Colgate's Fab is somewhere between 5% and 10% while all other brands hold market shares of 5% or less.

Lever has nibbled away at the P&G lead by its successes with liquid detergents. Lux Liquid, now a pink lotion packaged in a plastic container, leads the light-duty field, but its market position slipped last year. It now has a 3.8% slice of the market, but two P&G brands—Joy and Liquid Ivory—have each moved up right behind the Lever brand.

Wisk, another Lever liquid detergent, maintained its position in 1959. It still has virtually no competition as a liquid detergent for laundry use.

■ Handy Andy, Lever's entry in the all-purpose liquid detergent segment, made satisfactory progress in its first year on the national market. P&G's Mr. Clean has swept past the previous leader, Lestoil, and Handy Andy now runs third in the field. Lever expects it to pass Lestoil before long.

Lever's position in the low-suds detergent field remained supreme, thanks to the *all* brands it acquired from Monsanto Chemical in 1957. *all* has increased its share

LEVER LIKES TV—*Joyce Davidson delivers a tv commercial for Lux toilet soap under watchful eyes of veteran announcer Harry Von Zell. Television is far and away the leading medium for Lever Bros., which spent an estimated $41,000,000 in the medium last year, including time and production costs.*

TUCSON
PRELIMINARY CENSUS FIGURES
IS NOW THE NATION'S 95TH METROPOLITAN MARKET
IS NOW THE NATION'S 54TH CORPORATE MARKET
THE NATION'S FASTEST GROWING CITY
POPULATION UP 362% SINCE 1950
If you want to cover Arizona the Star and Citizen are a must
The Arizona Daily Star
Morning and Sunday
Tucson Daily Citizen
Evening
2 Independent Newspapers Produced in the Same Plant ● Represented Nationally by Cresmer & Woodward, Inc.

MAY 19, 1960 WIBW was THERE!

Ripping, leveling, gouging an 80-mile swath through northeastern Kansas, the May 19 tornado destroyed an estimated $7,000,000.00 in property and livestock.

Speeding ahead of the funnel, WIBW newsmen transmitted a continuous barrage of "where it is now" and "where it's going to hit next" information . . . enabling many thousands of persons to seek adequate shelter . . . saving many lives.

This comprehensive, on-the-scene coverage of the May 19 disaster (repeated, unfortunately, many times a year) is typical of the coverage Kansans have grown up expecting from WIBW-Radio and WIBW-TV.

Within hours after the tornado struck, the WIBW Farm Department organized twelve work assignment centers, surveyed the rural damage in detail and presented the full facts on Radio and TV.

Listeners and viewers throughout Kansas poured in over $100,000.00 worth of labor and materials. The Rural Disaster Fund, established by Wilbur Levering (right) and Charles Ross of the WIBW Farm Department, dispensed over $15,000.00 in contributions to persons living on about 200 hardest hit farms.

WIBW Radio-TV
CBS TOPEKA
SEAL OF GOOD PRACTICE
SERVING KANSAS
with the information that builds loyalty and prestige that means results for WIBW advertisers
sold by AVERY-KNODEL
A GOOD PRACTICES STATION

of the detergent market to 5%. It does more than half of the low-suds business. Still pending is a federal anti-trust action challenging Lever's acquisition of *all*.

In the toilet soap market, where Lever does about 20% of the business vs. P&G's 25%, the Lux bar remains a brand leader. Lux came out last year with a cold cream ingredient. Lever has another strong brand in Dove, a detergent bar containing cleansing cream. Praise, also made with cleansing cream, competes mainly against Dial and Zest in the deodorant bar market—with no great success as yet. Lifebuoy, the original deodorant bar, registered a sharp sales increase last year after introduction of a companion product to the coral bar—a pure white bar with a new shape and fragrance.

Lever currently has three liquid detergents in the test stage. One is Swan Liquid, a light-duty product; the second is Hum, a laundry product specifically designed for modern fabrics; and the third is *all* Liquid.

■ Lever continued to move up last year in the toothpaste market. Its two brands—Pepsodent and Stripe—increased their share of the total business from 20% to 22%. Pepsodent runs third behind Colgate and P&G's Gleem has 12.5% of the market; Stripe runs fifth behind P&G's Crest and has a market share approaching 10%.

A new premium toothbrush—Pepsodent's Life Line—was put into national distribution in 1960.

In the margarine market Lever has two of the top five brands in Imperial and Good Luck, but this is a market where store and regional brands do extremely well, accounting for more than 40% of the total business. There has been a sales trend toward the premium-priced products and Imperial is the No. 1 brand in this segment, although its position has been weakened by the introduction of Fleischmann's corn oil margarine.

■ Lucky Whip is the nation's top-selling dessert topping and Lever reported that its leadership was strengthened in 1959 by the addition of two new flavors—strawberry and chocolate.

Spry, Lever's shortening, continues to run a poor second to P&G's Crisco.

Lever moved into the prepared frozen food business in 1959 by acquiring Dinner-Redy Corp., New York, maker of roast turkey slices in giblet gravy and ham slices in raisin sauce.

■ The most heavily promoted products in the Lever stable during 1959 were *all*, Handy Andy, Lux Liquid, Praise, Stripe and Wisk. Each received support in excess of $5,000,000. Right behind them, with budgets approaching the $5,000,000 mark, were Lux toilet soap, Pepsodent, Imperial and Lifebuoy. The Rinso line—Rinso soap powder and Rinso Blue detergent—was backed with a $3,000,000 budget. And Lever spent close to $5,000,000 to promote its two in-pack premium detergents, Breeze and Silver Dust.

In 1959, Lever again hacked away at its print budget to give further proof that it regards television as the most potent medium available to package goods marketers. For possibly the first time in its history Lever spent less than 10% of its budget in print advertising. The magazine schedule was maintained at about the $2,000,000 level, but expenditures in newspapers dropped to $4,175,000, compared with $6,664,000 in 1958 and $12,574,000 in 1957.

Blair Vedder Jr., media director of Needham, Louis & Brorby, explained recently that Lever increased *all's* share of the market from 3.8% to 5% by moving the brand's advertising out of newspapers and into network television.

Lever rarely puts a brand into newspapers these days unless it is a new product or is being used in a contest or coupon promotion.

■ Lever became the nation's No. 2 television advertiser in 1959 with an expenditure of $50,000,000 for network and spot purchases, including time and production costs. It sponsored a wide variety of popular nighttime shows and had a heavy schedule of daytime shows running every weekday morning and afternoon on all three major networks. In addition, it made one of the big tv buys of the year when it succeeded Lucky Strike as sponsor of the "Jack Benny Show."

Dinner-Redy Corp., acquired during the year, has been set up as a Lever subsidiary, with Eugene Brown, formerly president, named exec vp. Advertising was switched to a Lever agency, Kenyon & Eckhardt.

■ The principal management shift was the return of T. Edward Hicks to the helm of the Pepsodent division. He replaced William T. French, who left Lever to become president of Associated Merchandising Corp. Anton W. Bondy, print media manager since 1951, was promoted to manager of marketing information, a new post, and—significantly—Lever no longer has a print media manager. More recently, Albert Carroll, formerly with Vick Chemical, joined Lever to fill another new post, special products manager of the Pepsodent division.

The Federal Trade Commission cited Lever Bros. early this year for one of its Pepsodent tv commercials, complaining that a demonstration which shows Pepsodent wiping off tobacco stains does not prove that the toothpaste will remove such stains from the teeth of all smokers. Lever replied that its commercial did not say that Pepsodent would do this.

There were no product shifts among Lever agencies in 1959, but last month the two Rinso brands moved from J. Walter Thompson Co. to Sullivan, Stauffer, Colwell & Bayles. SSC&B this year also succeeded Thompson as the agency handling the "Jack Benny Show." And these moves followed SSC&B's appointment last year to handle the $6,000,000 Lipton tea account, succeeding Young & Rubicam (a Procter & Gamble agency). Hum, one of the liquid detergents now being tested, has been assigned to JWT.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 4,175,000	$ 6,664,000
Magazines	2,064,000	1,986,000
Farm Publications	60,000	123,000
Network Television	30,210,000	20,253,000
Spot Television	11,670,000	15,272,000
Spot Radio	——	2,000,000
Total Measured	48,179,000	46,496,000
Total Unmeasured	42,821,000	41,504,000
Total Expenditure	91,000,000	88,000,000

MARKETING PERSONNEL

Henry Schachte, exec vp
W. N. Burding, exec vp
Robert G. Spears, vp
Ambrose J. Addis, director, marketing studies
Samuel Thurm, advertising vp
Robert M. Prentice, marketing services director
A. R. Graustein, marketing research director
Howard Eaton Jr., media director
Anton W. Bondy Jr., manager, marketing information
Richard C. Butler, media manager
Richard E. Dube, radio and tv production manager
J. E. Drew, public relations director
Raymond F. Underwood, director, sales development
Lee P. Pevear, packaging manager

LEVER DIVISION

MARKETING PERSONNEL

Thomas S. Carroll, marketing vp
Otto A. Ritzmann Jr., staff assistant-merchandising
Hugh R. Conklin, general sales manager
William W. Prout, merchandising manager
Richard E. Baiter, merchandising manager
Lawrence A. Benedict, product manager
David Bland, product manager
David W. Buckley, product manager
Joseph R. Cross, product manager
James R. Edmiston, product manager
James G. Gammel, product manager
Alexander C. Hoffman, product manager
James J. Kelley, product manager
Joseph R. Larson, product manager
Robert E. McGhee, product manager
John L. Parker Jr., product manager
Toby Schreiber, product manager
William H. Scully, product manager
Ernest L. Whitney, product manager
Robert A. Wright, product manager

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Surf, Wisk, Gayla—D. A. Wells, management supervisor; E. E. Norris, account supervisor; R. Sowers (Surf), E. Glass (Gayla) and R. Ellis (Wisk), account executives.

Kenyon & Eckhardt, New York—Praise and Handy Andy—Robert Burton, management supervisor; L. C. Puchta, account supervisor (Handy Andy); R. M. Kelly, account supervisor (Praise); E. Timberman, senior account executive (Praise); F. J. Fucito and James McNamara, account executives (Handy Andy); H. A. Slamin, account executive (Praise).

Needham, Louis & Brorby, Chicago—"all" line, Swan toilet soap, Liquid Swan—G. F. Kenly, management representative; O. L. Hubbard, account supervisor; B. R. Buck and Roger Ludgin, account executives.

Sullivan, Stauffer, Colwell & Bayles, New York—Lifebuoy, Silver Dust, Breeze, Rinso and Rinso Blue—Edward Dooley, management supervisor; Donald Moone and L. Keegan, account executives (Lifebuoy); William Peters (Silver Dust) and George Mott (Breeze), account executives; Jack Cantwell, management supervisor (Rinso products).

J. Walter Thompson Co., New York—Lux toilet soap, Lux flakes, Lux Liquid and Hum—Kennett Hinks, management supervisor; Aldis Butler, backstop; Standish C. Marsh (Lux toilet soap) and R. Carman (Lux flakes and Lux Liquid), account executives; W. Fothergill (Lux toilet soap) and C. Gehron (Lux flakes and Lux Liquid), representatives; R. McLean (Hum), representative.

FOODS DIVISION

MARKETING PERSONNEL

Robert McDonald, marketing vp
John R. Fristoe, general sales manager
Arch C. West, merchandising manager
Clark M. Brink, product manager
Owen J. Burns, product manager
Patrick T. Connolly, product manager
Robert M. MacLachlan, product manager
Jack Riley, product manager

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Imperial—William E. Chambers, management representative; P. J. Caravatt Jr., account supervisor; Theodore Williams, account executive.

Kenyon & Eckhardt, New York—Spry products—Robert Burton, management supervisor; L. C. Puchta, account supervisor; A. A. Lawton, senior account executive; James McNamara, account executive.

Ogilvy, Benson & Mather, New York—Good Luck and Lucky Whip—Esty Stowell, management supervisor; James Heekin, account supervisor; Henry Wittemann, account executive (Good Luck); Francis Houghton, account executive (Lucky Whip).

PEPSODENT DIVISION

MARKETING PERSONNEL

T. Edward Hicks, marketing vp
V. T. Finch, general sales manager
Charles E. Palmer, merchandising manager
Albert Carroll, special products manager
John E. Brady, product manager
David Burge, product manager
Edward Gunther, product manager
Herbert M. Shayne, product manager
J. K. Verden, product manager

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Pepsodent products and Air-Wick products—William E. Chambers, management representative; W. H. Bambrick, account supervisor (Pepsodent); P. J. Caravatt Jr., account supervisor (Air-Wick); John C. Savage (Pepsodent toothpaste); David A. Blakiston (Pepsodent toothbrushes) and Kenneth Menken (Air-Wick), account executives.

Ogilvy, Benson & Mather, New York—Dove—Esty Stowell, management supervisor; James Heekin, account supervisor; Charles Fredericks, account executive.

J. Walter Thompson Co., New York—Stripe—Kennett Hinks, management supervisor; Aldis Butler, backstop; Don McNeil, account executive; D. Johnston, representative.

DINNER-REDY CORP.

MARKETING PERSONNEL

Eugene Brown, exec vp
Marvin Altman, general sales manager
Stephen K. Zimmerman, product manager

ADVERTISING AGENCY

Kenyon & Eckhardt, New York—Dinner-Redy frozen foods—Robert Burton, management supervisor; L. C. Puchta, account supervisor; A. A. Lawton, senior account executive; P. A. Sims, account executive.

TV TECHNIQUE—*Healthy young champions are featured in L&M's "behind every champion, there's a secret" campaign for the cigaret that "has found the secret that unlocks the flavor in a filter cigaret." Lineup of champions includes Buster MacCalla (above) for water skiing; John Dieckman, fly fishing, and Arnold Palmer, golf.*

INDUSTRIAL DIVISION

MARKETING PERSONNEL

John L. Parry, general manager
Charles H. Bronson, industrial products manager
E. F. McCarthy, sales manager

ADVERTISING AGENCY

G. M. Basford Co., New York—industrial products—Cliff Fulton, account supervisor.

ARMED FORCES & FOREIGN DIVISION

MARKETING PERSONNEL

Donald G. C. Thomas, general manager
George Sarvis, department manager

ADVERTISING AGENCY

National Export Advertising Service, New York—Armed forces and foreign advertising—Thomas Hughes, account supervisor.

Liggett & Myers Tobacco Co.

	1959	1958
Sales	$554,936,026	$556,045,710
Earnings	30,038,689	31,223,008
Advertising	32,000,000*	27,000,000*

*Estimated by AA

Liggett & Myers Tobacco Co., New York, the country's 19th largest advertiser, is estimated by ADVERTISING AGE to have boosted advertising expenditures 18% to $32,000,000 in 1959.

The increase in spending all showed up in the measured media column, with sizable budget hikes reported for newspapers, magazines, spot radio and spot tv, as a new L&M entry, Duke of Durham, hit the market. The 1960 expenditure is expected to pass the 1959 mark.

■ Net earnings were second highest on record, after slipping 4% to $30,038,689 from 1958's all-time high. Sales dipped slightly to $554,936,026.

The slight decrease in sales was due to lower volume on Chesterfield regular cigarets. Chesterfield kings, L&M and Oasis continued to show increases. Earnings for the first nine months of 1959 were up 6%, but fourth quarter earnings dropped from $2.11 per share to $1.47 per share as a result of the high introductory and sales promotion costs of the new Duke of Durham high-filtration cigaret, which bowed in September and hit national distribution in December.

In the first quarter of 1960, sales declined from $130,109,000 to $127,447,000, and earnings from $7,082,000 to $6,552,000.

■ According to *Business Week* estimates, sales of L&M filters gained 4.2% in 1959, Chesterfield lost 4.1% and Oasis menthol filters gained 7.1%. In April of this year, the company announced that the Duke of Durham brand would be reintroduced in some markets with a revised filter because it had been "found that most people don't want that heavy a filter." This brand was hard hit by the FTC drive against filter health claims.

Print, including newspapers, which were used heavily for the new Duke brand, supplements, magazines and radio loomed larger than usual in the Liggett & Myers ad picture last year, but television remained the kingpin.

■ The network pace calls for sponsor association with three shows each for the L&M and the Chesterfield brands. L&M will be in as an alternate this fall on two returnees, "Gunsmoke" (CBS) and "The Rebel" (ABC) and a newcomer, "Mr. Garlund" (CBS). This brand also will carry one-fourth of the NCAA football schedule to be aired on ABC this season. Liggett & Myers also goes for sports specials—bowl games, etc., these days.

Occasionally, but not often, the other brands come in for a share of the commercial time on the L&M shows.

Chesterfield's 1960-61 lineup also is comprised of two incumbents and one new entry, all on ABC. The returnees are "The Untouchables," where the sponsorship has been upped to one-half, and "Adventures in Paradise," with a one-third participation. The company will carry one-half of the new MGM series, "The Islanders." Oasis and Duke have no network shows of their own.

■ Spot radio and tv, and network radio, are used to supplement the network tv effort. L&M filters have been one of the biggest users of spot radio. This brand carries news on Mutual and NBC; Chesterfield has a five-minute sportscasts on CBS Radio.

Point of sale is always a major

SPRING CIGARETTES

SPRING IN THE AIR—*P. Lorillard's Spring filter cigaret was dramatically introduced to New Yorkers in a sky writing ad 10 miles long.*

factor in this company's over-all effort to sell its products. It offers counter cards, window posters, decals, shelf strips, cigaret racks, cash register racks and other special display material designed to fit the needs of the largest supermarket or the smallest cigaret stand.

Last fall Liggett & Myers got a new president. William A. Blount moved up from exec vp to succeed Benjamin F. Few, president since 1951, who retired under the company's mandatory retirement plan.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 3,262,609	$ 1,983,298
Magazines	4,280,859	2,898,916
Farm Publications	28,180	10,800
Spot Radio	3,600,000	2,700,000
Network Television	11,591,507	10,849,983
Spot Television	2,948,590	1,865,830
Outdoor	190,427	——
Total Measured	25,902,172	20,308,827
Total Unmeasured	6,097,828	6,691,173
Estimated Total Expenditure	32,000,000	27,000,000

MARKETING PERSONNEL

Sales

W. B. Lewis Jr., sales vp

Advertising

L. W. Bruff, advertising director
H. C. Robinson Jr., assistant to advertising director
C. D. Etzler, merchandising manager

ADVERTISING AGENCIES

McCann-Erickson, New York—Chesterfield, Oasis and Duke. C. Terence Clyne, vice chairman; James E. Kleid, account supervisor; C. Everett, account supervisor.

Dancer-Fitzgerald-Sample, New York—L&M filters—Clifford L. Fitzgerald, president and account director; F. T. Leighty, administrative vp and account supervisor; N. W. Lauchner, vp and account executive.

P. Lorillard Co.

	1959	1958
Sales	$490,873,749	$479,120,409
Earnings	28,265,157	27,037,083
Advertising	32,000,000*	28,000,000*

*Estimated by AA

P. Lorillard Co., New York, the nation's 20th largest advertiser, boosted its advertising expenditure to an estimated $32,000,000 in 1959, up 14% over 1958, with network television and spot radio sharing a major part of the increase.

The world's oldest tobacco company celebrated its 200th anniversary by reporting record sales of $490,873,749 in 1959, and a net earnings jump of 4.5% to $28,265,157. There was some leveling off in the earnings' increase from the previous year when the company enjoyed a hefty 135% boost over 1957.

A large part of the phenomenal sales and earnings growth recorded in 1958 was due to Kent filter cigarets, which hiked sales from 13.5 billion cigarets to 37.5 billion. The company reports that Kent sales were up in 1959 and have continued to gain in 1960. The 1959 sales report was confirmed by the *Printers' Ink* figures, but *Business Week's* analysis of the cigaret standings showed this brand down slightly. By everybody's published figures, Kent has maintained its position as the nation's fifth largest selling cigaret and the second greatest selling filter behind Reynolds' Winston.

■ In 1958, Kent was said to account for two-thirds of Lorillard's volume, with about 90% of the remainder being credited to Old Gold. Both brands represented a slightly smaller share of the company's total in 1959, however, because both showed a decline in sales, while sales of Lorillard's mentholated king filter, Newport, jumped from 2.8 billion to 4.5 billion.

Old Gold regulars and Spin king filters combined, dropped from 13.3 billion to 11.2 billion, with the loss actually suffered by the regulars, following an industry trend away from non-filters. Old Gold Spin filters showed a gain, according to Lewis Gruber, board chairman.

Sales for the first half of 1960 reached a record $240,589,788, slightly above the $240,447,516 reported for the first half of 1959. Earnings, however, fell to $12,688,377 from $13,611,817 in the 1959 first half. Mr. Gruber said expanded advertising and research programs caused the drop in earnings.

■ A major portion of Lorillard's $12,825,558 network tv expenditure went to promote Kent—$7,331,735. Of the remainder, $2,997,554 was devoted to Old Golds, $1,886,518 to Newport and $609,751 to institutional advertising. Lorillard ranked as the 11th largest network tv advertiser in 1959, the Television Bureau of Advertising reported.

Lorillard's strategy in network tv has been to avoid long-term contracts so that shows with a declining popularity might be replaced. During 1959-60, the company sponsored alternate weeks of "Hennessey" and "John-

it's a Fact

MONTREAL IS CANADA'S TOP FOOD MARKET

. . . and the Star carries more food linage than any other Montreal daily newspaper. Reach and sell your prospects in English Montreal with the Star.

The Montreal Star

Represented nationally by
O'Mara & Ormsbee Inc.

WHAT MAKES BIG D BIG?

GARLAND
SIX OF TEXAS' FIFTY LARGEST CITIES ARE IN DALLAS COUNTY!
U. S. Census, 1960 Preliminary Report
IRVING
MESQUITE
UNIVERSITY PARK
DALLAS
GRAND PRAIRIE

Twenty of Texas' fifty largest cities are in Market Dallas — Texas' largest, richest market — reached only by The Dallas Morning News with the largest daily circulation in Texas!

The Dallas Morning News
U.S. Pledges U.N. Aid To Bar Soviet in Congo
BIG D

CRESMER & WOODWARD, INC. • National Representative

ny Ringo" on CBS, and alternate weeks of the "Arthur Murray Party" and one-third of "Overland Trail" via NBC. Until last January it had participations in ABC's "Bourbon Street Beat." Before that, Lorillard had dropped "World of Talent" because of poor ratings and replaced it with another ABC show, "21 Beacon St.," which it dropped in March.

Lorillard's spot tv investment of $4,177,170 made it the 18th largest spender in this medium, TvB reported. Kent again got the lion's share of the budget ($2,859,230), and Newport received slightly under $1,000,000.

■ Kent was promoted in slightly less than two-thirds of the tobacco maker's newspaper ads. Spring, the company's newest cigaret, got $1,850,349 of the total $6,779,442 newspaper outlay. The king-size mentholated filter was introduced in Philadelphia and Providence in July, 1959, via newspaper ads and radio and tv spots. Promoted as the "air-conditioned" cigaret, Spring features a new cigaret paper developed by Lorillard which is said by the manufacturer to provide uniform ventilation because of its "hundreds of microscopic openings."

In February, 1959, Lorillard brought out a new Havana blend, cork-tipped little cigar, Madison. Featuring a homogenized-type tobacco wrapper, it is the size of a regular-size cigaret and is packaged in a crush-proof flip-top box. A package of 20 is priced at 35¢. Advertising for Madison broke in newspapers in April, 1959, with copy featuring a "new adventure in smoking pleasure."

King-size Old Golds were reintroduced in February, 1960. Lorillard had scrapped this size in 1958 to bring out the long size (80mm) but switched back to the king-size (85mm) this year because of a growing demand for king-size, non-filter cigarets. The company reported that this category accounted for one out of every five cigaret sales. Re-introduction of the king-size length began with a heavy spot tv schedule in about 50 major markets, with strong emphasis on the cigaret's standard soft package.

■ Among other developments, Lorillard began packaging Union Leader, the company's largest selling smoking tobacco brand, in a new moisture-proof inner pouch in July, 1959. The flexible inner pouch is made of laminated foil and glassine and coated with polyethelene; the pouch is placed in a cellophane-sealed cardboard box.

In addition, Lorillard makes Embassy king-size cigarets; Murad and Helmar Turkish cigarets; Briggs, India House, and Friends smoking tobaccos; Beech-Nut, Bagpipe and Havana Blossom chewing tobaccos; and Between the Acts little cigars.

To celebrate its 200th birthday, Lorillard last April ran a 20-page, four-color supplement in three newspapers and in July ran the same ad in six large city papers. Eight other advertisers participated in the supplement.

Lorillard's long history has been studded with a number of promotional firsts. It claims the first known tobacco advertising campaign in newspapers, in 1787; it introduced vocal sky writing (plane equipped with loudspeaker) in 1927; it sponsored the first coast-to-coast network radio broadcast—Paul Whiteman in 1928; and it inaugurated the first institutional corporate advertising in industry history.

■ In an address before the international Boston Conference on Distribution last fall, Mr. Gruber talked of several coming changes for the cigaret industry. He predicted the eventual virtual disappearance of the regular-size cigaret; the capture of at least one-fifth of the total cigaret market by the menthol brands within two years; the birth of even more new brands, but the eventual shaking out which will leave five or six brands dominant; and the supremacy of one length—the king size—and one type of package—the soft pack.

Because of its expanded international activities, Lorillard formed a wholly-owned subsidiary, P. Lorillard Pan American, in July 1959. Morgan J. Cramer, who had been in foreign and sea store sales since joining the company in 1931, was named vp and director of international operations last April. Distribution of Lorillard's products was extended to 27 new countries in 1959, making them available in over 100 countries. Last March, Ph. U. Strengberg of Finland was licensed by Lorillard to manufacture and sell Kent cigarets.

Last spring, the company began construction of a new $7,000,000 plant in Danville, Va., which Lorillard expects will increase its tobacco processing and storage capacity by at least 50%. The new facility is expected to be completed by the spring of 1961. A new wing was added to its Greensboro, N. C., cigaret plant.

■ Among top echelon appointments, Daniel Ladd was named advertising director, effective January, 1960, filling a post which had been vacant since the fall of 1958, when Manuel Yellen vacated it to become vp and director of sales. Mr. Ladd had been with Ted Bates & Co., where he was account supervisor on the Warner-Lambert and International Latex accounts. H. Thomas Tausig resigned as Lorillard's advertising manager last December.

Douglas K. Burch, former media director at Reach, McClinton & Co., joined Lorillard in July, 1960, as media director, a post vacant for over a year. Still another re-activated post, that of general sales manager, was filled early this year by Albert L. Dion, former northern sales manager.

Herbert A. Kent, board chairman of Lorillard until his retirement in 1955, died July, 1960, while vacationing in Italy. Mr. Kent had joined Lorillard as a salesman in 1911 and still served the company as a consultant and board member at the time of his death. He was the only man to have a cigaret named after him—Kent filters—during his lifetime.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 6,779,442	$ 5,924,520
Magazines	1,410,619	1,171,413
Spot Radio	3,100,000	1,200,000
Network Television	12,825,558	9,791,226
Spot Television	4,177,170	6,717,450
Outdoor	312,958	126,111
Total Measured	28,605,747	24,930,720
Total Unmeasured	3,394,253	3,069,280
Estimated Total Expenditures	32,000,000	28,000,000

MARKETING PERSONNEL

Sales

Manuel Yellen, vp and director of sales
A. L. Dion, general sales manager
Arthur I. Corby, director of sales development
William A. Jordan, eastern sales manager
John E. Murray, midwest sales manager
Frank P. Russell, West Coast sales manager
F. W. Storm, director of sales promotion
E. P. Primus, director of sales material development

Advertising and Marketing

Daniel Ladd, advertising director
Richard F. Kieling, director of market research
Douglas Burch, director of media

ADVERTISING AGENCY

Lennen & Newell, New York—all brands—Guild Copeland, supervisor of all Lorillard advertising; David Laux (Old Gold filters and corporate advertising); Frank Cambria (Kent); Elkin Kaufman (Old Gold Straights); Leo Kelmenson (Newport); and Martin Dwyer (Spring).

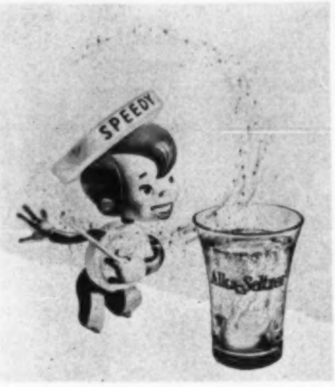
Miles Laboratories Inc.

	1959	1958
Sales	$72,188,682	$62,646,049
Earnings	4,397,572	4,002,120
Advertising	21,500,000*	17,500,000*

***Estimated by AA**

Miles Laboratories, Elkhart, Ind., the nation's 42nd largest advertiser, is estimated by ADVERTISING AGE to have increased advertising expenditures 23% to $21,500,000 in 1959.

The company put $15,258,345 into television ($7,830,830 for spot tv and $7,420,515 for network tv), up from $12,681,343 in 1958. All of the tv increase was in network. Miles doubled its newspaper expenditure in 1959 to $1,636,860.



SPEEDY—*Speedy Alka-Seltzer has become known the world over as an advertising character. In Spanish-speaking countries he becomes Prontito; in France, Agivite. Here he is seen in a tv spot commercial for the Miles Laboratories product, No. 1 seller in its field and credited with 56% of Miles sales in 1959.*

After a three-year hiatus the company reentered network tv in 1954 with an approximate expenditure of $695,892, and has been vastly increasing use of both network and spot tv each year thereafter. By 1957 tv expenditures totaled $11,440,941, or nearly 70% of the budget.

■ After steadily decreasing its network radio expenditure (no longer measured) below the $6,172,592 spent in 1954, Miles today limits its use of radio to spots on the theory that "spots give a lower cost per thousand listeners than the same commercials placed in network shows." Its last network radio broadcast was "CBS News" in November, 1958.

Miles says its business actually was built on radio advertising, but that in recent years television has proved to be the best possible medium to tell its product story. The company began its national advertising in 1929, but as early as 1893 spent $200,000 for advertising, mostly in calendars and almanacs. Since 1930, Miles has backed up product promotion with in-store merchandising aids. From 1934 until 1957, Miles furnished and installed huge window displays in drug stores, but discontinued this technique in 1957 when modern design of store fronts eliminated much of the display area.

The company is estimated to have put more than $2,600,000 into direct mail for Ames and other divisions and into point of sale materials and transportation advertising for Miles products in 1959.

■ Of the total ad expenditure in 1959, Miles Products division accounted for by far the largest amount—more than $19,000,000. Ames Co., ethical pharmaceutical subsidiary, spent about $1,000,000, including $650,000 in direct mail and $350,000 in medical journals. This was about the same total and division as in 1958. Ames will spend the same amount in 1960, unless new products are introduced, swelling the expenditure.

Miles is continuing to increase its advertising expenditure, in pace with climbing sales, and probably will spend more than $22,000,000 in 1960.

Miles Laboratories, which produces and distributes chiefly home medicinal remedies, also markets a line of professional pharmaceutical products and organic chemicals. Early in 1958 Miles formed Miles Products, a division which markets the company's home remedies in the U. S. These include Alka-Seltzer, One-A-Day vitamins, Bactine, Miles Nervine and a new product, Ariden, which currently is being test marketed, but may go into wider distribution soon. The company's other divisions and subsidiaries are Ames Co., Miles Chemical Co., Miles International and Dome Chemicals Inc., purchased last October.

■ Miles sales, which have been climbing for the past 19 years and have tripled in the past 10 years, reached a new high in 1959, up 15% from consolidated net sales in 1958. Beginning in 1958, sales of Miles' foreign subsidiaries have been consolidated with those of the parent company. Previously only the export sales made from the U. S. had been included.

Sales in foreign markets for 1959 accounted for 19% of the consolidated sales, the same as in 1958. Worldwide 1959 gross sales were $76,000,000, up 15.1% from $66,000,000 in 1958.

Consolidated net earnings for 1959 were up 10% from 1958. Net earnings represented 6.1% of sales for 1959, compared with 6.4% the previous year.

Current year sales and earnings appear to be heading for a new record.

■ Alka-Seltzer, the company's major product, contributed 56% of total sales in 1959, compared with 60% in 1958 and 65% in 1957. One-A-Day vitamins contributed 23% of 1959 sales, compared with 19% in 1958 and 15.5% in 1957. Pharmaceuticals contributed 11% of 1959 sales and 10% of both '58 and '57 sales, and chemicals contributed 5% of '59 and '58 sales and 4% of '57 sales. Sales of all home products represented 84% of 1959 sales volume, compared with 85% in 1958.

For the past several years, Miles has been engaged in a program of diversification, both by market and by product. The product diversification efforts have increased the importance of Miles products other than Alka-Seltzer, as evidenced by the increasing percentage of Miles' other products to total sales and the decreasing percentage of Alka-Seltzer to total sales. Ariden, a decongestant, and several other new products are now in test markets, part of the company's diversification program.

■ Alka-Seltzer still is the leading product in its field and its sales are continuing to grow. During 1958, Miles put into use high-speed cartoning machines enabling the packaging department to increase Alka-Seltzer production by 30%. Late in 1959 Miles introduced a new package of Alka-Seltzer containing 12 individual foil-wrapped tablets in a number of eastern and midwestern markets. Distribution of the new package will be expanded as sales warrant.

Alka-Seltzer—which actually competes in two markets, as a remedy for headaches and as a remedy for stomach upsets—is far out in front as a stomach upset remedy, and is among the top three or four products in dollar volume in the headache remedy market, of which it probably has 20%. Of the home remedies, which account for more than 90% of the Miles total ad budget, Alka-Seltzer gets the largest expenditure.

As part of its diversification program, Miles acquired Dome Chemicals Inc., New York, in October, 1959, for $7,500,000 cash. Dome, which produces dermatologicals for the medical profession, currently markets more than 50 products and accounts for more than a third of all sales in the field of hydrocortisone products. Dome is being operated as a Miles wholly-owned subsidiary, with administrative and manufacturing operations continuing in New York.

■ The company is planning to build a $2,900,000 research center in Elkhart, with construction to begin this year. During 1959 Miles invested $2,600,000 in research and medical activities, which represented 3.6% of net sales. Also last year, an historic country mansion on the outskirts of London, Stoke Court, was acquired and will be the Miles British research and administrative headquarters.

The Miles history falls into three major eras. First was the period from 1884 to 1930 when Dr. Miles Nervine was the principal product and the company's promotion was done by almanacs and calendars. By 1930 Miles was doing a volume of about $2,000,000 a year, with more than 200 employes. There was almost no foreign business.

The next period, from 1930 through 1945, was noted for the introduction and the rapid growth of Alka-Seltzer. The company started its professional pharmaceutical division with Ames Co., and a diversification program began. During this period sales volume climbed from $2,000,000 to $16,000,000. The present day era runs from World War II until now. This period saw continued growth of Alka-Seltzer, the rapid development of vitamins and the company's entry into the chemical business through purchase of Sumner Chemical Co. and later Takamine Laboratories.

■ In 1958 Miles began a marketing reorganization which resulted in its present operating divisions. Miles Products now markets the home remedies in the U. S.

Ames Co., a wholly owned subsidiary, markets ethical pharmaceutical products to the medical profession. Ames' principal products fall into two groups: diagnostic aids, the most important source of sales volume, and therapeutic specialties. In 1959 Ames introduced three new products: Combistix, a combination dip-and-read urine test for glucose, protein and pH; Clinilab, a diagnostic kit for physicians' offices, and Dechotyl, for promoting normal bowel functions.

■ Miles Chemical Co., a division of Miles Laboratories, was formed early in 1959 from the former Sumner Chemical Co., maker of organic chemicals, Takamine Laboratories division, maker of enzymes, and Miles citric acid operations. Last year a new $4,100,000 addition to the citric acid plant was put into operation enabling Miles to double production of citric acid. Physical properties for the chemical activities are in Zeeland, Mich., Clifton, N. J., and Elkhart, Ind., which is headquarters for the division.

Miles Chemical Co. is looking for rapid growth in three main areas: (1) citric acid and related compounds, from the enlarged plant, (2) a new polymeric dialdehyde, Sumstar, which Miles expects will find large-volume applications in a broad range of industries including textiles, paper, plastics, leather and adhesives and

(3) expanded enzyme production, particularly those applicable to the animal and poultry feed industry.

Although Takamine enzymes have been used experimentally in animal and poultry feeds since 1924, recent research has uncovered more about specific benefits of these organic catalysts. Hence, many feed companies now are testing the performance of Takamine feed enzyme materials in their own feed formulas. During 1959 Miles liquidated its Ernst Bischoff Co. subsidiary at Ivoryton, Conn., and transferred the manufacture of Bischoff products to Elkhart.

■ Another operating division, Miles International, is responsible for marketing Miles and Ames products in more than 100 countries. The manufacturing plants are located in Sao Paulo, Brazil; Cali, Colombia; Mexico City; Toronto; and Bridgend, South Wales. The new plants were established last year in Buenos Aires and Paris.

While Wade Advertising remains the principal Miles agency, as it has been since 1917, Miles Products division in 1959 appointed Henderson Advertising Agency, Greenville, S. C., to handle advertising for new products. Klau-Van Pietersom-Dunlap was named last year to handle advertising for Miles Chemical Co. L. W. Frohlich continues to handle Ames domestic advertising. Robert Otto & Co. continues on Miles and Ames export. John Kolin Agency handles the new Dome Chemicals Inc. subsidiary.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,636,860	$ 775,377
Magazines	444,203	463,450
Farm Publications	2,500	———
Business Publications	458,800	145,400
Spot Radio	1,100,000	1,100,000
Network Television	7,420,515	4,785,393
Spot Television	7,830,830	7,895,950
Total Measured	18,893,708	15,465,570
Total Unmeasured	2,606,292	2,034,430
Estimated Total Expenditure	21,500,000	17,500,000

MILES PRODUCTS

MARKETING PERSONNEL

Perry L. Shupert, vp, sales and advertising
Henry Schmidt, merchandising director
Harold J. Beeby, advertising manager
James J. Mahoney, sales manager

AMES CO.

MARKETING PERSONNEL

Edward L. Miles, vp for marketing

Sales

C. V. Owens, field sales manager
Hugh O'Malley, manager of trade relations
. G. Thomas, sales promotion manager
Robert P. Schlegel, general manager—Ames of Canada

Advertising

Charles J. Kalt, advertising manager

DOME CHEMICALS INC.

MARKETING PERSONNEL

ohn W. Beal Jr., exec vp
Eric Zwerling, vp, director of sales
Don Brown, advertising manager

MILES CHEMICAL CO.

MARKETING PERSONNEL

Lewis D. Williams, special projects sales manager
William J. Ferracone, general sales manager
M. P. Guina, special products manager

MILES INTERNATIONAL

MARKETING PERSONNEL

ohn Burnard, director of marketing, Miles Pan American (Western Hemisphere)
M. Perez, consumer products, Western Hemisphere (Miles Pan American; Elkhart)
. Boyce, professional products, Western Hemisphere (Ames International, Elkhart)
R. White, sales manager, Canada (Miles Laboratories Ltd., Toronto)
. Clitheroe, Miles products, Eastern Hemisphere (Miles Laboratories Ltd., London)
. Black, Ames Products, Eastern Hemisphere (Miles Laboratories Ltd, London)

ADVERTISING AGENCIES

Wade Advertising, Chicago—Miles consumer products—Hal H. Thurber, group supervisor.

Wade Advertising, Hollywood—Miles California Co., a sales subsidiary which handles all products in California, Washington, Oregon and Hawaii—Forrest Owen Jr., account supervisor; Snowden Hunt and Isabel Beasley, account executives.

Henderson Advertising Agency, Greenville, S. C.—new products for Miles Products division—Fred Walker, account supervisor; Len Dunlap, account executive.

Klau-Van Pietersom-Dunlap, Milwaukee—Miles Chemical Co., Karl Ohm, account executive.

L. W. Frohlich & Co., New York—Ames domestic and Canadian, Charles Lewis, account supervisor; E. B. Schuessler, account executive. Agency also handles Miles Products' advertising to the medical profession.

John Kolin Agency, New York—Dome Chemicals, John Kolin, account supervisor.

Robert Otto & Co., New York—Miles International and Ames International, Richard J. Daley, account executive.

Foreign Advertising Agents: The London Press Exchange Ltd., London (Great Britain and Eire only), R. L. Sykes, managing director; George Patterson Pty. Ltd., Sydney (Australia only), L. W. Farnsworth, managing director.

ROCHESTER, MINNESOTA

Third in retail sales per household in the United States.*

ROCHESTER
(Olmsted County)

THE NEWEST
AND BUSIEST METROPOLITAN
MARKET*

*Sales Management, July 10, 1960

Where people have more money to buy products advertised in the POST BULLETIN

A 41,000 population city with a 200,000 population skyline. The 52nd largest airport in the U.S. with 110,000 passengers yearly.

The Outstanding Test Market in the Upper Midwest

ROCHESTER POST-BULLETIN

See your John Budd man for more details

Circulation over 25,000 daily

COLOR AVAILABLE!

HOW IS IT POSSIBLE FOR ONE STATION TO EARN 79% OF LOCAL BUSINESS?

It's true in Des Moines, Iowa, where KRNT-TV has had over 79% of the local business in this major 3-station market for 3 years!

There is nothing so satisfying as doing business with people who know what they're doing and where they're going. Leading local and national advertisers have known for years that the "know-how, go-now" stations in Des Moines are KRNT Radio and KRNT-TV.

They have confidence in the ability of our people to make their radio and television investments profitable. It seems clear that for these astute advertisers, there is nothing so satisfying as radio and television fare presented by good, honest, experienced air personalities who know what they're doing.

From surveys made several times a year for the last several years, it seems evident that the people of Central Iowa like to listen to and view our stations.

Latest F.C.C. figures show KRNT-TV handled over 80% of ALL the local television advertising placed in this three-station market. The year before, over 79% . . . and the year before that, over 80%. Our local RADIO business in a six-station market has always exceeded that of our nearest competitors by a country mile.

We know for a fact that these figures are merely a reflection of our public acceptance . . . our long-standing excellence in public service . . . reliability that is vital in all selling! We believe this to be true: the ones that serve are the ones that sell in Des Moines.

People believe in and depend upon these stations. Check the ratings, check The Katz Agency, check the cash registers.

KRNT
RADIO and TV

COWLES STATIONS REPRESENTED BY THE KATZ AGENCY, INC.

Mobil Oil Co.

	1959	1958
Sales	$3,459,193,733	$3,212,673,769
Earnings	163,952,152	156,785,712
Advertising	12,010,000	11,746,000

Mobil Oil Co., New York, domestic division of the Socony Mobil Oil Co., boosted its advertising expenditure more than 2% to $12,010,000 in 1959 to become the nation's 69th largest national advertiser.

While sales advanced, profits were only slightly greater because of a continued over-supply in many world areas and because crude oil and petroleum product prices "remained at depressed levels."

In the first half of 1960, Socony Mobil had estimated earnings of $83,400,000. In the first half of 1959, it had a net income of $77,100,000.

■ The company accomplished "a major reorganization" in 1959. This was aimed at strengthening its competitive position. Mobil Oil is now a coast-to-coast company in the U. S. while Mobil International Oil is the operating division for other areas of the free world. Into Mobil were merged Magnolia Petroleum, its southwestern affiliate; General Petroleum, its West Coast affiliate, and Mobil Producing Co., the exploration affiliate in the northern Rockies.

Mobil Oil markets in 45 states and the District of Columbia through ten marketing divisions. It has 31,000 retail outlets in the U. S.—placing it third among domestic oil companies in gasoline sales. It ranks fourth in refining capacity, with more than 700,000 barrels a day. Mobil International—which coordinates the operations of more than 100 affiliates abroad—has 9,500 retail outlets and a refinery capacity of 210,000 barrels daily.

Mobil Oil increased its sales of all petroleum products 5% in 1959, compared with 3.6% for the industry. Its sales of automotive gasolines rose 4.7%, while the industry's were growing by 4%.

■ "Along with intensifying its marketing effort," the company reported, "Mobil Oil further improved product quality. Two years ago Socony Mobil broke from the conventional industry method for controlling octane quality in gasoline. Our scientists pioneered in the development of a new method of octane control, based on data obtained from actual performance in late-model, high-compression cars, instead of relying solely on the one-cylinder laboratory engine which the rest of the industry continued to use."

Mobil reports expenditures generally higher than those compiled by AA's usual sources, the various statistical bureaus and associations. For that reason, both sets of figures are presented below:

ADVERTISING EXPENDITURES†

	1959	1958
Newspapers	$2,850,711	$2,836,019
Magazines	836,750	1,184,760
Farm Publications	122,972	260,346
Business Publications	103,000	100,000
Spot Radio	———	———
Network Television	1,139,832	1,709,593
Spot Television	605,900*	———**
Outdoor	138,250	134,445
Total Measured	5,797,415	6,225,163
Total Unmeasured	3,913,200	3,420,837
Total Expenditure	9,710,615	9,646,000***

***Includes $33,410 for distributors, listed under Socony Mobil Oil.**

****Affiliates Magnolia and General Petroleum put $185,920 and $98,270 into tv spots in 1958.**

*****Plus about $2,100,000 spent by Magnolia and General Petroleum. This would give Mobil a 1958 total of $11,746,000.**

†Media figures reported by AA's usual sources.

ADVERTISING EXPENDITURES‡

	1959
Newspapers	$ 2,744,000
Magazines and Business Publications	1,594,000
Farm Publications	146,500
Broadcasting	3,390,000
Outdoor (Including Paint)	222,300
Cooperative Advertising	569,900
Sales Promotion	3,343,000
Total Expenditure	12,010,000

‡Figures reported by the company.

MARKETING PERSONNEL

Sales

V. A. Bellman, marketing vp (director of domestic marketing)

Glenn L. Werly, domestic marketing manager

Baxter F. Ball, sales manager

Advertising

J. D. Elgin, advertising manager

Public Relations

Paul Woolstadt, vp for employe and public relations

Don Sweeney, public relations manager

ADVERTISING AGENCY

Compton Advertising, New York—all products—Arthur V. Mountrey, account supervisor; Newton Odell, Daniel Bardi, Emil Tacovsky, Charles Loizeaux and Walter Stone, account executives; William Crunick, marketing account executive.

Philip Morris Inc.

	1959	1958
Sales	$460,495,000	*440,834,000
Earnings	17,529,000	17,090,000
Advertising	26,000,000*	23,000,000*

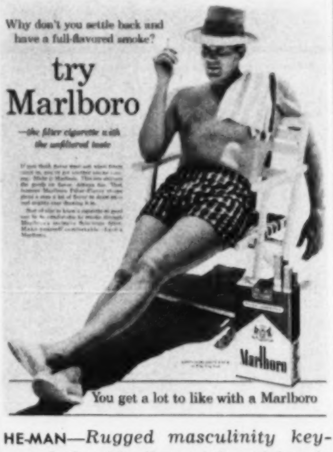
***Estimated by AA**

Philip Morris Inc., New York, the nation's 29th largest advertiser, is estimated by Advertising Age to have boosted advertising expenditures about 13% to $26,000,000 in 1959.

The increase, for the most part, went to network television, a medium about which this tobacco company is very bullish again.

In 1960 the advertising expenditures will probably run well ahead of the 1959 level.

■ Sales rose 4.5% to $440,834,000 in 1958, and the trend continued upward in 1960. At mid-year the company's president, Joseph F. Cullman III, predicted that the year's sales would pass the $500,000,000 mark.


Why don't you settle back and have a full-flavored smoke?
try Marlboro
—the filter cigarette with the unfiltered taste
Marlboro
You get a lot to like with a Marlboro

HE-MAN—*Rugged masculinity keynoted the Marlboro advertising in 1959 as the brand, biggest ad spender in the Philip Morris line, gained slightly in sales. Leo Burnett Co. is the agency.*

In the first half of 1960 sales rose to $249,727,000 from $244,191,000 in the 1959 first half. Net income totalled $10,127,000, up 7.4% from $9,433,000 in the previous first half.

Philip Morris Inc. continued to do well despite the plummeting of its name brand, Philip Morris. The brand lost 13.2% in sales last year, according to *Business Week* estimates. But the 10th place seller, Marlboro, gained slightly and Parliament zoomed up 52.8% in sales. Also catching on was the new menthol brand, Alpine, while another menthol entry, Mayfield, continued to tread water in a few west coast test markets.

Biggest spender among the PM brands currently is, of course, the leading seller, Marlboro. Next in line is Parliament. In 1959, the new Alpine, which went national in mid-year, and the old Philip Morris got about the same amount of ad dollars. But Philip Morris, along with the newly re-packaged Benson & Hedges, are due to receive more of a promotional push in 1960.

■ Like most of the cigaret makers, Philip Morris used a major-minor schedule to rotate its brands on the company's network tv vehicles, with Marlboro, Parliament and Alpine getting most of the network minutes. In 1959 the company was a co-sponsor of five network programs. The company is set for participations on six entertainment shows for the 1960-61 season, plus a share of the professional football coverage of CBS, for the fifth consecutive year.

Most active brands in spot tv last year were (in order) Parliament, Alpine and Marlboro, with Philip Morris, Mayfield and Benson & Hedges getting lesser attention. Print advertising for the Philip Morris brand has been stepped up in 1960. Magazine and newspaper copy is being used to familiarize the public with the new Benson & Hedges package. Philip Morris' living trademark, Johnny, the "call for Philip Morris" bellhop, has gone back to work for the company. He is being used as a good will personal appearance ambassador as well as on radio and tv.

■ This tobacco company is in a decidedly expansive mood. The diversification program started in 1957 with the acquisition of Milprint Inc., a leader in the flexible packaging field. Philip Morris moved into the adhesive and textile chemical fields with the purchase of Polymer Industries in 1958. In 1960 a merger was negotiated with A. S. R. Products, maker of Gem, Pal and Ever-Ready razors and blades.

Last year also saw the expansion of overseas activities. About 10% of the company's cigaret production is for shipment outside the U. S., with the overseas division currently exporting to some 96 countries and territories. Advertising follows closely the themes and general patterns used to push the same brands in the U. S.

In Venezuela, where the government does not permit the sale of imported cigarets, Philip Morris in 1959 acquired a 51% interest in C. A. Tabacalera Nacional, which makes and sells the Philip Morris brands for marketing in that South American country.

News in the marketing department was highlighted by the advancement of George Weissman to exec vp in charge of marketing. And there were several shifts of brand managers.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 4,923,560	$ 5,572,421
Magazines	2,834,981	2,084,078
Farm Publications	324	———
Spot Radio	710,000	———
Network Television	8,595,078	4,967,012
Spot Television	4,387,270	4,066,710
Outdoor	869,386	2,457,337
Total Measured	22,320,599	19,147,558
Total Unmeasured	3,679,401	3,852,442
Estimated Total Expenditure	26,000,000	23,000,000

MARKETING PERSONNEL

George Weissman, exec vp, marketing

Perry Leary, brand manager, Parliament

H. Blakeney Henry, brand manager, Philip Morris

John T. Landry, brand manager, Marlboro

Alan Bick, brand manager, Alpine

Robert Gordon, brand manager, Benson & Hedges tobaccos, English Ovals, cigars

James C. Bowling, director of public relations

Jetson Lincoln, director of marketing research and services

Sales

Ray Jones, vp, sales

John R. O'Connor, national sales manager

George J. Karnal, assistant to national sales manager

Robert Larkin, director of chain store sales

J. Dieleman, regional sales manager, Chicago

Max Berkowitz, regional sales manager, New York

M. B. Beckwith, regional sales manager, Philadelphia

J. M. Allen, regional sales manager, Atlanta

G. E. Winter, regional sales manager, Los Angeles

Bree Johnson, regional sales manager, Houston

J. K. O'Connell, regional sales manager, Minneapolis

Advertising

Roger M. Greene, vp, advertising

Thomas S. Christensen, advertising manager

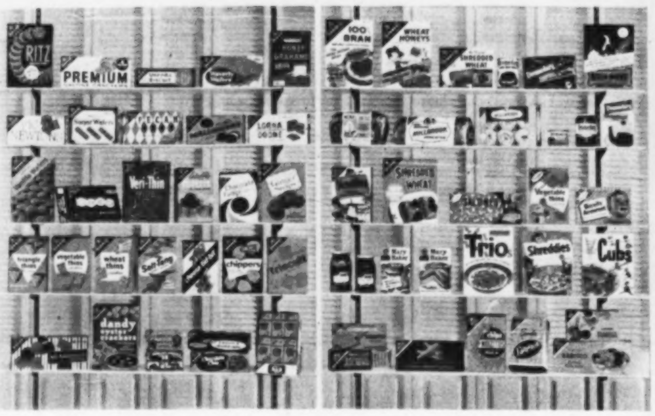
Hamish Maxwell, advertising business manager

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Marlboro—Owen Smith, account supervisor; Martin H. Snitzer and John Benson, account executives, print. Don Reed, account executive, Philip Morris and Mayfield.

Benton & Bowles, New York—Parliament—H. O. Pattison, management supervisor; Crawford Bladgen, account supervisor; John Sheedy, account executive, Carl Shedd, assistant account executive.

Doyle Dane Bernbach, New York—Benson & Hedges, Spud and Alpine—Charles C. Rollins, account supervisor, Harold I. Seltzer, account executive.



SOME NEW, SOME OLD—*National Biscuit product shelves show old standbys like Ritz crackers and Uneeda Biscuit, plus brand-new items like Pecan Drop cookies, Vegetable Thins, Dromedary chopped dates and Salt-Tang Snack Sticks. Millbrook bread got the big push last year, via an estimated $325,000 investment in spot radio.*

National Biscuit Co.

	1959	1958
Sales	$428,980,785	$413,310,224
Earnings	24,500,000	22,100,000
Advertising	22,000,000*	21,013,565*

***Estimated by AA**

National Biscuit Co., New York, the nation's largest cracker and cookie baker and the 39th largest national advertiser, is estimated by Advertising Age to have increased its advertising appropriation 5% in 1959, when Nabisco enjoyed "the finest year in its corporate history."

The company sharply decreased its magazine and spot tv appropriations, but went more heavily than ever into network television. The increase advanced to the point where, the company said, "this medium now accounts for the largest share of our advertising expenditures." Nabisco sponsored, or co-sponsored, 12 network tv programs in 1959, and used the extended coverage "to promote a greater number and wider variety of our products than ever before."

■ As Nabisco sales rose to $428,980,785, up 3.6% over 1958, net profit jumped 11% to a record $24,500,000. Sales for the first quarter of 1960 were $111,700,000, up 10% over the 1959 first quarter. It was the best showing of any first quarter in company history. Earnings rose 30% to $6,760,853.

National Biscuit, which markets cereals, dog foods and other products in addition to crackers and cookies, last year introduced the following new items: Salt Tang Snack Sticks, Vegetable Thins crackers, Pecan Drop cookies, Cheese-on-Rye sandwich, Dromedary chopped dates, and new packs of Oreo Creme sandwich, Premium Saltine crackers, Dromedary pound cake mix and Dromedary fruits and peels.

Nabisco, which feels this is a period of "intense competition" for the food industry—and which is admittedly on the lookout to diversify by acquisition—last year stepped up its marketing program. One example was the increased use of television. "Expanded product and consumer research activities have also been undertaken," the company said in its annual report. "In 1959 a general advertising department was established to increase the efficiency of this phase of our marketing program. With the growth of our several divisions and subsidiaries, both in the U. S. and abroad, a number of advertising programs have developed. The new department has the task of coordinating these programs, pooling resources and information, and ensuring greater flexibility for the company's consolidated advertising activities."

■ In February, 1959, Nabisco named Harry F. Schroeter, who for three years had been director of advertising, to be director of the new general advertising department. Succeeding him in his old post was Craig S. Carragan, who had been general advertising manager of the biscuit division. Then George M. McCoy, former marketing vp of Borden Foods Co., came in as director of marketing for Nabisco's special products division, which includes the Dromedary line, pet foods and cereals.

The company also created a new products division, aimed at expanding the Nabisco line and moving into new fields. Last January, Stanley T. Frame, former head of marketing research activities in the biscuit division, was named to a similar post in the new products division. Mark A. Wanderman moved up to director of marketing research for the biscuit division.

Last April Howard W. Wilson, former merchandising manager of the company, was advanced to director of marketing. He succeeded D. Henderson Nevitt, who became administrative assistant to the sales vp. Ray L. Romanet, former general products manager, moved into the merchandising manager spot.

■ Nabisco's heavy use of television included these programs: "Dough Re Mi," "Howdy Doody," "Love of Life," "It Could Be You," "As the World Turns," "Edge o Night," "Queen for a Day," "Sky King," "Wagon Train" and "Rawhide." It replaced "Treasure Hunt" with "Truth or Consequences," and "The Price Is Right" with "Young Dr. Malone." It dropped "The Adventures of Rin Tin Tin." The tv program was said to be "without equal in our industry."

After its experience with "Wagon Train" and several daytime shows, Nabisco decided that television was "a most effective basic advertising medium in reaching the growing number of consumers and potential customers." Hence the decision to move a larger percentage of the ad appropriation into co-sponsorship of a greater number of tv shows.

The company said that the budgets of its biscuit division and its special products division "were combined and treated as a single company-wide plan to earn substantial savings in our contracts" with NBC and CBS. The expanded tv coverage was expected to reach housewives in the daytime, whole families in the evening hours and youngsters on Saturdays through special children's shows. Nabisco added that "by selecting programs on both the NBC and CBS television networks, (it) can increase its total audience by approximately 10%."

An additional advantage accruing from co-sponsorship of a number of shows scheduled over the entire week, it said, was the ability "to feature any product or group of products on one, two, three or more programs at any time." This setup "will permit Nabisco to advertise and promote a given product as heavily as we desire and for the exact period when it will be of maximum benefit to a sales drive or other special selling effort."

Lee S. Bickmore, president, told the annual stockholders' meeting in April that Nabisco spent a total of $24,000,000 in all forms of advertising last year. It was estimated more recently by AA that the domestic expenditure alone was $22,000,000. Here is how the expenditures broke down:

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 2,500,723	$ 2,982,993
Magazines	2,001,065	946,974
Farm Publications	12,917	——
Business Publications	241,200	237,800
Network Television	7,599,142	3,596,818
Spot Television	2,130,880	4,022,960
Outdoor	——	451,020
Total Measured	14,485,927	12,238,565
Total Unmeasured	7,514,073*	8,775,000
Estimated Total Expenditure	22,000,000	21,013,565

*Includes $1,000,000 or more for television talent, about $625,000 for production charges and about $325,000 which the company reported was invested in spot radio commercials for Millbrook bread.

National Biscuit Co.

MARKETING PERSONNEL

Advertising

Harry F. Schroeter, director, general advertising department

BISCUIT DIVISION

MARKETING PERSONNEL

Marketing

Howard W. Wilson, director of marketing

Merchandising

Ray L. Romanet, merchandising manager

Advertising

Craig S. Carragan, director of advertising
Robert G. Criar, advertising manager
Samuel B. Haines, advertising manager
Jeffrey S. Milam, advertising manager

ADVERTISING AGENCIES

McCann-Erickson—biscuits and crackers—Farish A. Jenkins, management service director; A. J. Roby Jr., group head; David M. Ricaud, account director; John T. Newman, William H. Wubbenhorst Jr. and Donald Tredwell, account executives.

Needham & Grohmann—hotel and institutional advertising—H. V. Grohmann, account executive.

BREAD DIVISION

MARKETING PERSONNEL

Sales

Houston H. Coshatt, general sales manager

Advertising

D. Philip Moss, assistant to the sales manager for advertising and promotion

ADVERTISING AGENCY

McCann-Erickson—bread—August F. Guckenberger, account executive.

SPECIAL PRODUCTS DIVISION

MARKETING PERSONNEL

Marketing

George M. McCoy, director of marketing
Al K. Bell, marketing manager
Al Simon, marketing manager
Harry V. Wissler, marketing manager

Advertising

William J. Hecker, advertising manager
Robert J. Gillen, assistant advertising manager

ADVERTISING AGENCIES

Kenyon & Eckhardt—cereals and pet foods—L. D. Griffiths, account supervisor; Sidney B. Silleck Jr., senior account executive; John Gardner and Wendell Phillips, account executives.

Ted Bates & Co.—Dromedary products—Robert S. Congdon, account supervisor; T. L. Moore, account executive.

National Dairy Products Corp.

	1959	1958
Sales	$1,493,180,000	$1,451,246,000
Earnings	45,120,000	43,133,000
Advertising	39,000,000*	38,500,000

*Estimated by AA

National Dairy Products Corp., New York, the nation's 12th largest national advertiser, increased its

INTER-OFFICE MEMO

Warren:
They call us "the most powerful influence in the textile industry".
I think it's a pretty good slogan.
Use it.
JPB

This appellation was given to us on the floor of the United States Senate.

If you haven't used this inside approach to the *responsible* people in textiles . . . or if you haven't used it *fully* . . . why don't you try it?

Ask our representative.

AMERICA'S TEXTILE Reporter

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C.—S. C. Natl. Bank Bldg.

One single medium carries your advertising to more than half the families in Nebraska . . . It's the World-Herald naturally.

Omaha World-Herald

Latest official census figures and the latest ABC report reveal this kind of coverage: 52% daily, 55% Sunday. Only the World-Herald covers the entire state of Nebraska and 10 key counties of western Iowa this thoroughly.

DAILY: 250,113 with less than 5% duplication;
SUNDAY: 261,701—ABC-3-31-60.

DISCOUNTS AVAILABLE:
Bulk 5% to 18% Frequency 10% to 24%

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

advertising expenditures in the U. S. and Canada only nominally during 1959. Current expenditures are running about the same as last year.

On a worldwide basis, the company reports that its advertising costs were about $42,600,000, or 2.7% of consolidated worldwide sales, in 1959. This is a slight drop from the $43,000,000 or 2.8% of consolidated sales in 1958.

U. S. and Canadian sales increased to a record $1,493,180,000, while U. S. and Canadian earnings climbed to a record $45,120,000.

National Dairy started reporting its sales and earnings on a consolidated worldwide basis in 1959 for the first time, making the company's financial sheet considerably more impressive. In 1959, consolidated sales were $1,605,725,000, a rise of 3.7% above worldwide sales of $1,548,386,000 in 1958. Worldwide earnings in '59 were $49,362,000, up 8% above 1958 worldwide earnings of $45,456,000.

Foreign sales in '59 were $112,545,575, passing the $100,000,000 mark for the first time. This is a 15% increase over '58 foreign sales of $97,140,560. Foreign earnings in 1959 were $4,242,541, up a whopping 82% over '58 earnings of $2,323,568.

■ When it was founded in 1923, National Dairy did business in only two markets—Pittsburgh and Chicago—and sold only two products, milk and ice cream. Today it is the largest company in the dairy products field and is the largest producer of cheese, ice cream and salad dressings. It vies with Borden's as the leading seller of fluid milk, and Kraft mayonnaise is second only to the Best Foods products. With its three margarines—Parkay, Miracle and De Luxe—the Kraft Foods division is one of the top three margarine producers. In the "Consolidated Consumer Analysis" of 21 newspaper markets, the share of market for the Kraft margarines ranges from 4.3% to 21.7%.

The company operates through seven divisions:

- Kraft Foods, Chicago, which accounts for about 50% of the company sales with its more than 200 products, including cheese, mayonnaise, salad dressings, margarine, sandwich spreads, cooking oils, shortenings, condiments, confections, preserves and jellies.
- Sealtest Foods, New York, which the company claims to be the nation's largest processor and distributor of milk and ice cream. It also markets cream, buttermilk, skim milk, cottage cheese, butter, orange juice and other perishable products. It is organized into seven regional divisions, and its products flow into virtually every town and city east of the Rockies. This division includes the Breyer ice cream business which sells throughout the Mid-Atlantic region.
- Breakstone Foods, New York, maker of cottage cheese, sour cream, butter and other dairy products for the eastern seaboard.
- Humko, Memphis, refiner and distributor of vegetable oils and shortening.
- Sugar Creek Creamery, Chicago, one of the largest producers of quality butter.
- Metro Glass, Jersey City, supplier of glass containers to National Dairy as well as other companies in the food, beverage, household products and cosmetics industries.
- Research and development division, Glenview, Ill., which coordinates research activities for the entire company. A new laboratory at Glenview will be completed late in 1960.

■ The company estimated that in the U. S. it has 250 processing operations and 300 distributing installations. It operates the second largest fleet of commercial motor vehicles in the country—which traveled 200,000,000 miles last year.

Although the company deals in basic food commodities, its growth in sales has been sparked by new products. A recent survey by Kraft showed that it had introduced 92 new or improved products since 1950, and that over a third of total Kraft Food's sales are derived from products which it did not have ten years ago.

In 1959, Kraft introduced nationally four dessert toppings—caramel and chocolate sauces and strawberry and pineapple toppings. A grated Romano cheese was added to its cheese line. The division also went into national distribution on 18 and 28-oz. jars of barbecue sauce. Early in 1960, the company went national with two other new products, chicken-noodle dinner and marshmallow creme.

Kraft's institutional line was increased with the addition of instant onions, fruit segments in ½-gal. jars (orange, grapefruit and pineapple, and a combination of the three with marachino cherries); super instant nonfat dry milk; super instant whole milk crystals and liquid malt.

■ On the advertising front, Kraft continued to sponsor the "Kraft Music Hall" (NBC-TV) with Perry Como. Summer replacements for 1960 are two half-hour filmed programs, "Happy" and "Tate."

Also a heavy user of magazines and Sunday supplements, Kraft ran a number of premium offers and contests in these media, along with editorial-type, large-picture ads of its food products.

For the third successive year, Kraft supported the National Restaurant Assn.'s "Dine Out" promotion in July, 1959, with a $50,000 sweepstakes open to restaurant patrons. Also in mid-1959, the company ran a contest for kids to name its new Jet-Puffed marshmallows. The prize: a life-size training space ship made by Aerojet-General Corp.

■ In August, Kraft offered a silver dollar for 10 flaps from cartons of Parkay, Miracle or De Luxe margarine. Also in August, it ran for the eighth consecutive year, an "It's caramel apple time again'" promotion. In September, Miracle margarine was promoted via a premium offer of hit records for 25¢ and a Miracle margarine end-flap.

Special promotions in 1960 include a summer contest for Kraft Fudgies and caramels. The prize this time will be equipment for a baseball park worth $20,000. Winning teams will be those who turn in the highest average per man of empty Kraft candy bags.

Another summer contest is a sweepstakes contest in nine western states, promoting Kraft mayonnaise. First prizes are vacation homes complete with lot.

In May, 1960, Kraft introduced its noodle with chicken dinner a full refund offer. In June, Kraft offered 25¢ to people who bought a Kraft topping.

■ As for new Sealtest products during 1959, the division introduced in all its markets a chocolate milk developed after consumer tests in four cities. It also achieved companywide distribution of Dip 'N Dressing in several flavors.

The company continued to introduce a new flavor of ice cream every six or seven weeks, with a special package and promotion for each flavor. It has also adopted the same idea for cottage cheese, and now seasonally introduces new flavors of cottage cheese, backed by special promotions. The company reports that cottage cheese sales have increased industry-wide more than 100% since 1950.

Late in the spring of 1960, the company started testing in the Carolinas a new half-gallon package for ice cream with three separate sections and one overwrap.

Under the Breyers label, a new "Sundae" package was introduced combining a 4-oz. package of Kraft Topping with a 1-qt. carton of ice cream.

■ Sealtest continues as sole sponsor for "Bat Masterson" (NBC-TV) in its market area (Hills Bros. picks up the show on the West Coast), and has renewed the show for this fall. Gene Barry, star of the show, frequently makes public appearances for the division at plant openings, etc.

For its print advertising, the division concentrates on *Life* and *Reader's Digest*, plus large space newspaper ads. The division uses r.o.p. color extensively and has also used preprinted gravure inserts in about 12 newspapers. The division also uses some spot radio and tv and some outdoor. Last year, the company also started using color inserts in trade magazines with good success.

It is estimated that Sealtest's total budget is approximately $11,500,000, while Kraft's is approximately $24,000,000.

Personnel changes at the company included the appointment of M. W. Alderman as manager of new product development at Sealtest, a new post. At Kraft, F. A. Sant Amour was named coordinator for the cheese marketing group, following the death of K. T. Clapp. H. M. Connelly became national sales manager for imported cheese products in addition to the other cheese items already under his control. T. H. Buescher was appointed coordinator for the confections and special products marketing group, succeeding Mr. Sant Amour.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 6,545,894	$ 6,029,557
Magazines	6,325,250	6,389,317
Farm Publications	268,239	156,561
Business Publications	196,000	220,200
Network Television	6,395,377	6,709,514
Spot Television	1,526,810*	1,118,980
Outdoor	758,300	932,939
Total Measured	22,015,870	21,557,068
Total Unmeasured	16,984,130	16,942,932
Estimated Total Expenditure	39,000,000	38,500,000

*Includes $80,830 for distributors.

SEALTEST FOODS DIVISION

New York

MARKETING PERSONNEL

Glenn Gundell, vp
James F. Lunn, advertising and sales promotion manager
I. O. Hitt, manager, national account sales
Robert P. Aitken, market research manager
M. W. Alderman, manager of new product development

ADVERTISING AGENCIES

N. W. Ayer & Son, New York, all Sealtest products—Neal O'Connor, account supervisor; Roby Harrington, account executive.

Lewis & Gilman, Philadelphia, all Breyer products—John McClave, account executive; John Bleasdale, copy contact.

BREAKSTONE FOODS DIVISION

New York

MARKETING PERSONNEL

E. F. Murphy, sales manager
Ray Samuel, advertising manager

ADVERTISING AGENCY

Mogul, Williams & Saylor, New York, all Breakstone products—Jules Lennard, account supervisor; Joel Conron, account executive.

KRAFT FOODS DIVISION

Chicago

MARKETING PERSONNEL

C. G. Wright, marketing vp
Chester R. Green, director of marketing
E. J. Schwartz, director of sales distribution
R. A. Davis, general advertising manager
Paul E. Chandler, manager of public relations
Marye Dahnke, director of consumer relations
N. E. Toft, manager of marketing services
A. W. Skulstad, marketing research manager
F. H. Mueller, special staff assistant
J. J. Duffy, sales promotion manager
J. W. Pinter, national product sales manager, government sales
Dorothy Holland, director of Kraft kitchens

WESTERN
CARAMEL ALMOND
Sealtest
ICE CREAM

TRY SOME, PARDNER—*National Dairy has found that "Bat Masterson" (NBC-TV) not only is a "very successful" vehicle for Sealtest Foods, as in this print ad, but that its star Gene Barry is a popular attraction in personal appearances for the company. Sealtest budget is estimated at $11,500,000.*

MARKETING GROUPS

Confections and Special Products

H. F. Marston, marketing manager
R. M. Wilson, product sales manager, caramel sauce, caramels, fudgies, malted milk, marshmallows, marshmallow creme
R. J. Clark, product sales manager, barbecue sauce, jellies, macaroni dinners, new products, preserves, spaghetti dinners, noodle dinners
J. R. Blocki, product advertising manager
G. W. Mitchell Jr., product sales promotion manager, product advertising manager (dinners)
T. H. Buescher, coordinator

Cheese & Refrigerated Dough Products

K. M. Hart, marketing manager
F. J. Rapp, product sales manager, processed cheese, cream cheese, refrigerated dough products
H. M. Connelly, product sales manager, bulk cheese, foreign type cheese, natural cheeses, imported cheese products, blue cheese dressing, cottage cheese, whipped topping, fruit salad, horseradish
J. S. Camp, product advertising and sales promotion manager
F. A. Sant Amour, coordinator

Oil Products

R. N. Courtice, marketing manager
W. A. Nelson, product sales manager, mustard and salad products
W. H. Flury, product sales manager, margarine and oil products
R. P. Hogan, product advertising and sales promotion manager for mustard and salad products
J. J. Wallner, product advertising and sales promotion manager for margarine and oil
F. F. Freebus, coordinator

Institutional Products

R. S. Lochridge, marketing manager
R. G. Pilcher, product sales manager, barbecue sauce, fruit salad, jellies and preserves, oil, pickles, shortening, horseradish, margarine, mustard, olives, P. C. products, salad products
M. M. Wiltshire, product sales manager, cheese products, confections, dessert topping, Flavorizer, gelatins and puddings, hot chocolate, instant dry milk, instant onions, instant potatoes, malted milk products, Pillsbury products, soup base
T. H. Hough, product advertising and sales promotion manager
W. F. Weed, coordinator

Industrial Products

H. A. Lamb, marketing manager
J. E. Crawford, product sales manager, eggs, cheese powders, edible whey, etc.
P. A. McCombs, product sales manager, chocolate powder, stabilizers, emulsifiers, etc.
J. J. Zima, product sales manager, animal and poultry feeds
R. W. Prenzno, product advertising and sales promotion manager
W. F. Weed, coordinator

ADVERTISING AGENCIES

J. Walter Thompson Co., Chicago—consumer advertising for cheese, salad dressings, dinners; institutional advertising for all products—Arthur C. Farlow, supervisor; Paul Lehner (cheese), Thomas O'Connell (dinners), John Anastos (institutional), G. M. Baxter (salad dressings), Floyd Van Etten (television), Dean Jones (marketing), account executives.

Foote, Cone & Belding, Chicago—confections and dessert toppings—Robert M. Trump, account supervisor; Frank N. Nesbitt and R. B. Bradshaw, account executives.

Needham, Louis & Brorby, Chicago—three margarines (Parkay, DeLuxe and Miracle), shortening, mustards, oil, jellies and preserves, and industrial products—E. C. Dollard, management representative; William H. Ohle, and Charles Ewart, account supervisors; James Roos, account executive; David B. Winton, assistant account executive.

SUGAR CREEK CREAMERY

Chicago

MARKETING PERSONNEL

L. P. McCoun, president
James Erickson, assistant to president
Clyde Freeland, sales manager for butter
Clarence Norman, assistant sales manager for butter and in charge of cheese sales
Don Geiger, marketing of specialty products
Russ Wood, manager, ice cream mix

ADVERTISING AGENCY

N. W. Ayer & Son, Chicago, all products—Russell G. Brown, account supervisor; Joe Gerbl, account executive.

National Distillers & Chemical Corp.

	1959	1958
Sales	$575,566,000	$524,310,000
Earnings	25,068,000	20,103,000
Advertising	18,449,000	16,270,000

National Distillers & Chemical Corp., the nation's 47th largest advertiser in 1959 increased its advertising expenditure about 12% over the previous year. The company invested $18,449,000, compared with $16,270,000 for 1958, National Distillers reported.

A year ago ADVERTISING AGE estimated the 1958 total at about $20,000,000, but the total now reported by the company shows AA's estimate was high.

In 1959, most of the budget went into liquor advertising, of which $15,648,174 was in measured media.

The company, which is a major producer of alcoholic beverages and chemicals, boosted net sales to a record $575,566,000. Net income rose 25% to $25,068,000.

Liquor sales were the highest in company history. But a king-sized chunk, $285,000,000, went in federal and state taxes on its liquor products, in addition to regular corporate income taxes. The company points out, in this connection, that federal excise taxes on alcoholic beverages are the third highest source of federal revenue, behind individual and corporate income taxes.

National reported that sales were continuing to rise in 1960, breaking another record in the first half, although earnings remained at the 1959 level. Sales rose 4% from $270,302,000 to $280,710,000.

■ The company operates through three divisions. Beverage operations are handled by National Distillers Products Co., chemical operations are handled by U. S. Industrial Chemicals Co. and plastic film products by the Kordite Co.

In 1959, combined chemical operations of U.S.I. and Kordite produced 37% of the company's operating profits, as against 35% the previous year. For most of the year the percentage of earnings ran higher than 37%, but in the last quarter the expense of expanding the Kordite division's facilities cut the profits.

Chemical operating profits rose from $16,051,000 in 1958 to $20,601,000 last year—an increase of 28%. Operating profits in the liquor division, on the other hand, rose by 18% from $30,007,000 to $35,280,000.

The principal chemicals produced and sold by the chemicals division are rocket fuels, ethyl chloride, industrial ethyl alcohol and related solvents, liquefied petroleum gas, metallic sodium, chlorine, caustic soda, phosphoric acid, sulphuric acid, ammonia and related nitrogen-containing chemicals, and chemical intermediates.

The division's largest-selling product last year was polyethylene, sold under the trade name of Petrothene. Capacity recently was expanded to 300,000,000 lbs. per year, making the company the world's second largest producer. National foresees a large increase in sales of polyethylene this year, especially as a wrapping for bakery products. A new plant at Houston began producing in March, 1959, and was at capacity production in six weeks.

■ The Kordite Co., which produces polyethylene bags, film and sheeting, was greatly expanded in 1959, and its research and development activities extended. The sales staff was also enlarged in anticipation of greater business this year. During the year three foreign companies were licensed to use Kordite know-how in making polyethylene products. In addition, late in 1959 a subsidiary known in the industry as U.S.I.-International was formed in Switzerland to intensify polyethylene sales overseas.

National continued to hold the lead nationally as a producer of industrial ethyl alcohol, which after water is the most widely used solvent in the U.S.

But it was not all plain sailing in the chemicals division. Radical changes were made in the management and operations of the company's one-third owned affiliate, Mallory-Sharon Metals Corp., a producer of titanium and zirconium products. The company has a 1,000,000-lb.-a-year contract with the Atomic Energy Commission for zirconium,. in which production was up to expectations. But in sales of titanium, the industry as a whole was at a low ebb. Mallory-Sharon lost $3,366,000 on its operations last year.

Problems also remain to be solved at the dibasic acid plant at Tuscola, Ill., which was shut down during the year before beginning full-scale operations. The company reports that mechanical difficulties had delayed production so much that the market for the main original product, Isosebacic acid, was preempted by lower-priced competitive products.

■ Advertising by the U.S.I. in 1958 amounted to about $1,000,000, mostly in business papers. The breakdown for the U.S.I. and Kordite companies combined is: Measured advertising, $600,000; unmeasured, $800,000.

A mainstay in the unmeasured category is "USI Chemical News," which for 27 years has been appearing monthly in engineering and chemical industry papers as a news-bearing insert, and draws a high ratio of inquiries about developments in the chemicals field.

■ Most of National's advertising is done by the beverage division. Like most other distillers, it refuses to release figures on its brand advertising. Consequently, figures on brand advertising in the liquor industry are largely estimates. The most generally accepted figures are those published annually in the Liquor Handbook, which shows National's expenditures on major brands in newspapers about as follows:

- Old Grand-Dad bonded and straight bourbon was way ahead with its other timeless compatriot, Old Crow. Old Grand-Dad was billed at $1,751,258 in magazines and $978,059 in newspapers, while Old Crow was at $1,117,583 in magazines and $1,507,174 in newspapers.
- Old Taylor bourbon, $966,022 in magazines and $898,597 in newspapers.
- Old Overholt bonded rye (only bonded rye advertised to any extent), $17,389 in newspapers.
- Vat 69 scotch whisky was $407,904 in magazines and $174,852 in newspapers.

The company itself reports the following ad expenditures for Gilbey's gin: $599,705 in magazines and $487,622 in newspapers; for Gilbey's vodka, $138,250 in magazines and $317,216 in newspapers. But the Liquor Handbook indicates that Gilbey's gin and Gilbey's vodka figured in a new advertising approach.

According to this breakdown, the gin billing remained more or less constant in magazines at $500,955, but the newspaper billing dropped from $306,200 in 1958 to $195,349 in 1959. The separate vodka billing also nosedived from the 1958 magazine figure of $290,500 to $39,500, and the newspaper figure from $119,000 to $25,943. Those figures are only part of the picture, because last year National put the emphasis on advertising its gin and vodka "as a team," the magazine billing going from $118,500 to $197,500, and the newspaper figure from $119,030 in 1958 to an impressive $582,587. This means that the total gin and vodka billings last year were about $500,000 above the 1958 figure.

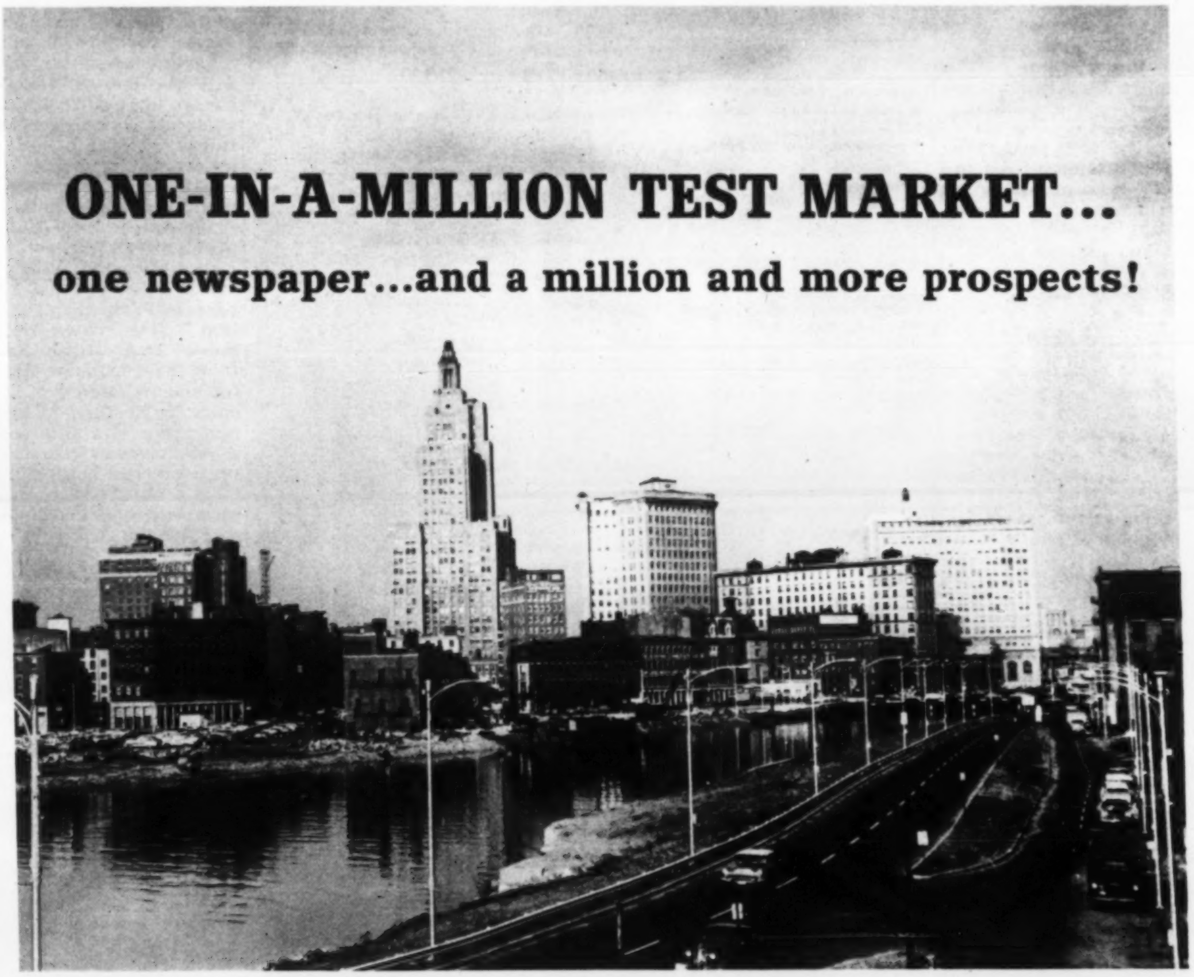
Of the ten most heavily advertised brands in magazines in 1959, Old Grand-Dad ranked fourth, Old

THE
CHRONICLE
MEANS
THE WEST

San Francisco Chronicle

In the past year The Chronicle gained
MORE THAN TWICE AS MUCH
daily circulation as The Examiner

Source: A. B. C. Publisher's Statements, 3 months ending March 31, 1959, 1960



ONE-IN-A-MILLION TEST MARKET...
one newspaper...and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity — Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations — You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	203,844	.62
Sunday Journal	191,274	.60
Sunday and Morning	250,527	.70
Sunday and Evening	335,865	.98
Sunday, Morning, Evening	395,118	$1.04

(ABC circulation, March 31, 1960)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island.

PROVIDENCE JOURNAL-BULLETIN

Boston office: 479 Statler Office Bldg., Boston 16; Represented in Florida by McAskill, Herman & Daley, 4014 Chase Ave., Miami Beach 40; Represented elsewhere by Ward-Griffith Co., Inc.

Crow sixth and Old Taylor ninth. Among the ten brands most heavily advertised in newspapers, Old Crow was second and Old Grand-Dad ninth.

■ In the annual report, chairman John E. Bierwirth and president Roy F. Coppedge Jr., said they see a clear connection between "the return of our national economy to high levels of activity" and the nation's renewed taste for higher quality, higher proof bourbons. As a result, they say, the three old-timers, Old Grand-Dad, Old Taylor and Old Crow, appear to be as firmly established as ever as favorites.

National also detects a continued trend towards straight whiskies, with the sale of "straights" equalling sales of domestic blended whiskies for the first time since 1942.

The company complains, however, that the nation's moonshiners may have made off with some of its profits. National says that the high federal tax of $10.50 per proof gallon acts as a brake on sales of legally distilled spirits, and consequently the public goes where it can get its liquor cheaply. The company claims that moonshiners and racketeers are producing about 25% of the distilled spirits consumed in the U.S. So far the industry's attempts to get the tax reduced have been unsuccessful. The moonshiners had their market cropped a little last year, however, when Oklahoma became a "wet" state. Now Mississippi remains the last of the "dry" states.

■ Despite moonshine and other distractions, however, the response last year to the 86 proof Old Grand-Dad, introduced in September, 1958, "fulfilled our optimism," the company reports. At the same time, the bottled-in-bond version continued to dominate the premium field.

Old Crow, for several years the largest-selling bourbon in the U.S., held its lead, and 1959 was reportedly "the greatest year in Old Crow's history." National is this year celebrating the 125th anniversary of Old Crow.

Old Taylor 86 proof strengthened its position as the nation's largest selling premium straight bourbon, and for the first time it passed the 1,000,000-case-per-year mark, a rare distinction in the whisky industry.

■ During the last six months of 1959, National reintroduced into selected states its Kentucky Colonel and Jockey Club brands, which were withdrawn from general distribution in World War 11.

Intensive sales and advertising efforts went into boosting Gilbey's gin to become the largest selling gin in the U. S. in 1959. Gilbey's vodka, which faces stiff competition, was also pushed with "strong and persistent" sales efforts that appear to be paying off.

■ National has developed a big business in imported liquors, and its Scotch import, Vat 69, is among the ten leading brands of scotch whisky.

Other imports are De Kuyper products, Cinzano vermouths, Meriot rum, Monnet cognac, and Jouvet and Chapoutier wines.

National's advertising expenditures, as reported by the company, differ only slightly from those reported by the various associations and statistical bureaus. But since there are slight differences, both sets of figures are published below:

ADVERTISING EXPENDITURES*

	1959
Newspapers	$ 7,962,952
Magazines	5,302,659
Business Publications	405,000
Outdoor	1,977,563
Subtotal	15,648,174
All Other Forms of Advertising (Except for Chemical)	1,400,826
Chemical (Measured and Unmeasured)	1,400,000
Estimated Total Expenditure	18,449,000

*Figures reported by National Distillers.

INSTANT
NESTEA
100% Pure Tea
NEW
NOW—100% PURE TEA THAT DISSOLVES INSTANTLY—EVEN IN COLD TAP WATER!
NESTEA IS THE LARGEST SELLING INSTANT TEA!

INSTANT—*Page in Good Housekeeping was part of stepped-up marketing activity for Nestle's Nestea, for which sales have been holding own. Meanwhile, Nescafe in the past year remained stable despite drop-off in soluble coffee market.*

ADVERTISING EXPENDITURES**

	1959	1958
Newspapers	$ 8,069,376	$ 6,702,284
Magazines	5,445,668	4,935,819
Farm Publications	2,075	———
Business Publications	450,000	350,000
Outdoor	1,977,563	2,082,055
Total Measured	15,944,682	14,070,158
Total Unmeasured	1,104,318	2,200,000
Chemical (Measured and Unmeasured)	1,400,000	———†
Estimated Total Expenditure	18,449,000	16,270,000

**Includes measured figures from AA's usual sources.
†Not listed separately last year.

NATIONAL DISTILLERS & CHEMICAL CORP.

BEVERAGE DIVISION

NATIONAL DISTILLERS PRODUCTS CO.

New York

MARKETING PERSONNEL

B. C. Ohlandt, exec vp in charge of sales
Ray R. Hermann Jr., vp and assistant general manager
J. W. Clapp, vp in charge of monopoly states sales
E. J. Fleming, vp in charge of open state sales
B. W. Corrado, vp in charge of market research
James McInerney, regional director, eastern division
H. S. Hollander, regional director, western division
Jack Fritsche, regional manager, southern division

Public Relations

John C. Bierwirth, vp and director of public relations (both divisions)

Advertising

Alynn Shilling, vp and director of advertising and sales promotion

ADVERTISING AGENCIES

Doremus & Co., New York—institutional—George A. Erickson and Henry L. Brown, account executives.

Lawrence Fertig & Co., New York—Old Crow, Old Sunnybrook, PM, Old Hermitage, Old Dover, Old Log Cabin, Century Club, Jockey Club, Cedar Brook, Blue Grass whiskies, Monnet cognac, Merito rum, de Kuyper cordials, Jouvet-Chapoutier wines—Philip Lukin, Henry Bretzfield and Robert Wolfe, account executives.

Kudner Agency, New York—Old Grand-Dad, Old Taylor, Old Overholt, Mount Vernon, Crab Orchard, Bellows Reserve, Bellows Partners Choice and Bellows Club whiskies—C. M. Rohrabaugh and Robert Watson, account executives.

Fletcher D. Richards, Calkins & Holden, New York—Gilbey's Gin, Gilbey's vodka, Vat 69 Highland Nectar and King George IV scotch whiskies—Bourbon Deluxe, Hill & Hill, Cinzano, Kentucky Colonel—E. R. Gray, account supervisor.

National Export Advertising Service, Export Advertising, Gerald Viola, account supervisor.

CHEMICAL DIVISION

U. S. INDUSTRIAL CHEMICALS CO.

New York

MARKETING PERSONNEL

Dr. Robert E. Hulse, exec vp in charge of chemical operations
William P. Marsh Jr., vp and assistant manager in charge of chemical operations
Alden R. Ludlow Jr., vp in charge of sales

Advertising

Philip Gisser, advertising coordinator

ADVERTISING AGENCIES

G. M. Basford Co., New York—U.S.I. Chemical Co. Div., of National Distillers & Chemical Corp.—F. Messner, P. B. Slawter, C. Fulton, C. Perrin, account executives.

Albert Sidney Noble, Advertising, New York—U.S.I. feed supplements and Morea liquid feeds—T. Kangas, account executive.

KORDITE DIVISION

Macedon, N. Y.

MARKETING PERSONNEL

Sales

William Dodenhoff, vp in charge of sales

Advertising

Thomas Hannah, advertising manager

ADVERTISING AGENCY

Rumrill Co., Rochester, N.Y.—J. E. Troskosky, account executive

Nestle Co.

	1959	1958
Sales	$155,000,000*	$155,000,000*
Advertising	14,000,000*	13,500,000*

*Estimated by AA

Nestle Co., White Plains, N. Y., a subsidiary of Unilac Inc., Panama City, Panama, was the nation's 64th largest advertiser in 1959, with an estimated expenditure of $14,000,000. This represents a 3.7% increase above the 1958 investment of $13,500,000, which has been revised upwards from the estimate of $9,066,200 made by AA last year.

Sales and earnings figures are closely guarded by the company, but AA estimates that the 1959 sales were about the same as the previous year's, which were placed at $155,000,000. The company reported that its income attained a record figure in the first half of 1959, following the country's business recovery at the close of the previous year. This upward trend, however, was said to be reversed by the affects of the lengthy steel strike, which began in July.

Sales of Nescafe remained practically stable despite considerable slackening in the soluble coffee field, Nestle reported. Sales for Nestea instant tea were said to be developing satisfactorily, following heavily increased marketing activities for the brand. Chocolate Quik, claimed by the company to be the leader among sweetened cocoas, showed a slight rise in sales, despite increasing competition. Last year, the company introduced another instant mix, Strawberry Quik. Sales of Nestle's chocolate division remained about the same as in the previous year.

■ In March of 1959, Nestle launched Zip, a chocolate syrup in a push button dispenser which needs no refrigeration. The product has been promoted in newspapers and television in New England. Newspaper ads this summer offered consumers a 50¢ refund for trying Zip.

Nescafe, the pioneer instant coffee, was developed by the high-ranking food producer shortly before World War II, and by the late 1950s was believed to account for the major portion of the company's sales. Currently, Nescafe is said to have a share of the instant coffee market somewhere between 10% and 14% and running a slow second behind General Foods' Maxwell House, which has 40%.

Last year Nestle shifted its emphasis from network tv to spot tv, to become the 46th largest spender in spot. It spent $2,581,390 in spot tv in 1959, as against $1,681,800 the previous year. A sizable chunk, $674,360 went to promote Nescafe. Nestle's sponsorship of the syndicated "Roy Rogers Show" in 110 U. S. markets, plus Canada, was used to promote Quik; this product got $527,800 of spot tv last year. Other major portions of the spot tv budget went to: Decaf, de-caffeinated instant coffee, $519,100; Nestle's Everready Cocoa, $420,180; Nestea, $232,310, and Zip chocolate syrup, $193,650.

■ Nestle cut back its network tv budget from $3,537,424 in 1958 to $1,980,761 last year. During 1959-60, the company was on "Colt .45" on ABC; and on NBC's "It Could Be You," "From These Roots," "Concentration," "Queen for a Day," "Circus Boy" and "Loretta Young Theater." Of the 1959 network tv total, $1,210,136 went for Nescafe, $558,481 for Quik and $187,644 for Nestea. Nestle spent $590,000 in spot radio last year, heavily promoting its "43 beans in every cup of Nescafe" campaign.

Nestle boosted its newspaper outlay in 1959 to $1,309,016 from $998,174 in 1958. A breakdown of some of the larger portions: Nescafe, $558,448; Decaf, $274,225; Nestle's semi-sweet chocolate, $174,057; Nestle's Everready Chocolate, $108,244, and Quik, $92,117. Major portions of the $909,742 magazine investment were: Nestea, $184,355; Decaf, $182,943; Decaf sweepstakes, $107,888; and Nestle's chocolate morsels, $140,935. In the fall of '59, Nestle spent $47,718 in magazines in a joint Toll House cookie promotion with the Diamond Walnut Growers.

In April, 1959, Nestle named McCann-Erickson to succeed Dancer-Fitzgerald-Sample on Decaf, Nestea and the Maggi soup line, effective Sept. 1, 1959. On that same date, Nescafe was moved from Bryan Houston Inc. to William Esty Co. Appointments include the naming of R. C. Shropshire as Nestle's vp in charge of marketing and Clinton Shepperd as administrative assistant to the president and head of public relations. The chocolate division will begin construction of a new factory in Salinas, Cal., this year.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,309,016	$ 998,174
Magazines	909,742	1,035,910
Farm Publications	17,230	12,910
Spot Radio	590,000	———
Network Television	1,980,761	3,537,424
Spot Television	2,581,390	1,681,800
Total Measured	7,388,139	7,266,218
Total Unmeasured	6,611,861	6,233,782
Estimated Total Expenditures	14,000,000	13,500,000

MARKETING PERSONNEL

R. C. Shropshire, vp, marketing
Richard Goebel, advertising manager
J. Crockett, marketing research manager

CHOCOLATE MARKETING DIVISION

(Consumer chocolate products, cookie mixes, evaporated and condensed milk)

MARKETING PERSONNEL

Donald Cady, vp, general manager
John Fairgrieve, national sales manager
Horace Barry, group product manager
Julian Scholl, group product manager
William Bell, brand manager
T. A. Fowler, brand manager
Donald McGovern, brand manager
George Hafford, brand manager

ADVERTISING AGENCY

McCann-Erickson, New York—all consumer chocolate products—John P. Beresford, service director; A. T. Munro, account director; Dayton Cornish, N. Newbury Hovde, and Frank Long, account executives.

COFFEE MARKETING DIVISION

(Nescafe, Nestle's instant coffee, Decaf, Nestea, Maggi seasoning and bouillon, evaporated and condensed milk)

MARKETING PERSONNEL

Alistair Semple, general manager
George Perlberg, national sales manager
J. E. Thompson, group product manager
H. P. Davenport, brand manager
H. F. Gramstorff, brand manager
W. H. Peper, brand manager

ADVERTISING AGENCIES

William Esty Co., New York—Nescafe—Wallace H. Wulfeck, account supervisor.

McCann-Erickson, New York—Nestle's instant coffee, Decaf, Nestea, Maggi seasoning and bouillon—John P. Beresford, service director; Jules Trieb, Frank Kirkpatrick, account executives.

BULK & INSTITUTIONAL MARKETING DIVISION

(Chocolate coatings and flavors, bulk hydrolysates, government sales and all institutional products)

MARKETING PERSONNEL

T. F. Corrigan, general manager
E. C. O'Leary, national sales manager—institutional products
R. H. Wilson, national sales manager—bulk products
D. B. Wells, group product manager
A. Van Wagenen, brand manager

ADVERTISING AGENCY

Asher, Godfrey & Franklin—Edgard Rosston, account supervisor.

Pabst Brewing Co.

	1959	1958
Sales	$146,532,829	$140,810,336
Earnings	1,236,668	(562,636)†
Advertising	8,500,000*	9,000,000*

†Loss
*Estimated by AA

Pabst Brewing Co., Chicago, the 85th largest national advertiser, is estimated by ADVERTISING AGE to have cut its advertising expenditure slightly to $8,500,000 in 1959, while generally holding its ground in the beer industry.

In 1960, the company said, the advertising investment was moving "upward a little."

The company, which appears to be doing better since purchasing Blatz Brewing Co. and reorganizing management two years ago, hiked sales 4% in 1959 from a combined Pabst and Blatz total of $140,810,336 in 1958 and put the company in the black for the first time in four years.

In the first half of 1960 a consolidated interim report showed net sales of $71,872,797, up from $68,736,981 in the 1958 first half. Net income was $1,057,552, up from a 1959 first half total of $1,043,162 listed in the interim report of a year ago and later adjusted to $466,991.

■ Sales increased in 1959, the company reported, for all three divisions—beer, Hoffman beverages and industrial products. In addition to Pabst and Blatz, the company sells Eastside beer on the West Coast. The company does not release figures on brand sales, although industry sources believed that Blatz sales were continuing their increases of recent years.

Early in 1959 Pabst began replacing its Blue Ribbon beer with what the company described as the "original" Blue Ribbon beer, a brew that had been discontinued some years ago. In the first half report for 1959, stockholders were told that the "original" Pabst Blue Ribbon was "riding a favorable sales curve," but no word of its progress has been given since then.

■ Prior to 1959, Pabst Brewing Co. had difficulties for several years, with declining sales, substantial losses, switches in management and a proxy fight for control. The improved sales and earnings picture in 1959 followed election of a new president and a reorganization in mid-1958. The president is James C. Windham, who took over at Pabst when it purchased Blatz Brewing Co., of which he had been president.

Blatz, which hiked its sales 37% to 1,700,000 bbls. in 1958 and was reported by the company to have continued to increase each month in 1959, spearheaded the Pabst comeback.

As a result, Pabst Brewing Co. sales in 1959 rose to 4,215,000 bbls., compared with a combined Pabst-Blatz-Eastside total of 4,200,000 bbls. in 1958, while the company rose in the ranks of brewers to sixth in 1959 from tenth in 1958.

■ In a joint statement in the annual report, President Windham and Board Chairman Harris Perlstein said the return to a favorable profit picture in 1959 was achieved despite unusually heavy costs, including those of transferring Blatz brewing operations to the main Pabst brewery in Milwaukee and of major changes in the Newark, Los Angeles and Peoria Heights, Ill., breweries to permit the brewing of Blatz beer there as well as in Milwaukee. Packaging and other changes involved in reintroduction of "original" Pabst Blue Ribbon also were a factor.

"In all," the management reported, "the excess of such abnormal costs and charges over all special credits amounted to approximately $2,200,000.

"The return to the right side of the ledger in 1959 was objective No. 1. This, however, is only the first step and much more ground remains to be covered before a satisfactory ratio of profit to sales is achieved."

▪ Pabst has moved heavily into spot television in the past two years, under the new management. In 1958 and 1959 the spot tv total exceeded $3,000,000, compared with $1,500,000 in 1957. In 1959, spot tv accounted for more than 60% of measured media expenditures. Newspapers got a sizable increase to $694,618 from $129,215 in 1958, but outdoor was sliced in half for a total of $634,988.

In spot tv last year the Pabst brand got an expenditure of $1,571,660, compared with $1,765,340 in 1958, while Blatz got $1,127,880, compared with $1,021,700 in 1958. In addition, Pabst distributors spent $218,040 on spot tv for Pabst and $139,000 for Blatz; both totals represented increases from 1958. Pabst commercials on spot tv, which is continuing in extensive use in 1960, feature handle-bar mustachioed gents in old-time settings and a lyric, "What was so good about the good old days? Original Pabst Blue Ribbon beer."

In newspapers the expenditure for the Pabst brand last year was $601,228, up from $64,798 in 1958, and the total for Blatz was $85,847, up from $56,844 in 1958. In outdoor last year, Pabst got $954,964 and Blatz $268,526.

▪ The brewer switched agencies for Eastside beer in 1959, as the brand's $800,000 billings was moved last November from Young & Rubicam, Los Angeles, to Kenyon & Eckhardt, Los Angeles, which already had Pabst and Blatz.

Also enlivening the Pabst picture last year was a Justice Department action filed in October, protesting that the Blatz merger hurt competition in Wisconsin and a three-state area involving Illinois, Wisconsin and Michigan. The government said that combined Pabst and Blatz sales were about 24% of the market in 1957 (Pabst 11.1% and Blatz 12.1%), a combined share that was alleged to be about double that of the second largest seller. The action is still pending.

▪ Early in 1959, several months after Pabst dropped Norman, Craig & Kummel as the agency, NC&K sued Pabst for $206,577 in damages, alleging breach of agreement on commissions for broadcast programs and announcements. The suit arose out of a dispute over the definition of NBC "Monitor" spots, which NC&K bought on behalf of Pabst early in 1958. The agency had bought a 39-weekend package on NBC from Jan. 4 through Aug. 24, 1958, which included co-sponsorship of George Gobel and Ed Gardner five-minute vignettes on "Monitor," plus 30-second announcements on "Bandstand" and "Nightline."

The agency and sponsor were led to think that they could pay the so-called "wild spot rate." Later the American Federation of Radio & Television Artists, which had blown the whistle on several "Monitor" advertisers in the past, filed a claim with the agency for payment of the talent on a network basis. Because of the number of shows, the back payments totaled $72,000. NC&K, on the insistence of AFTRA, paid the bill—and the suit arose from its efforts to collect from Pabst.

By year's end the efforts succeeded. NC&K was successful in one suit for $99,000 of the final month's billings on the account and several months later—in February, 1960—made a "satisfactory" settlement in a suit to recover $90,000 paid by NC&K to AFTRA on behalf of Pabst.

Only top personnel development in 1959-60 was the promotion last April of Theodore Rosenak from vp for advertising to exec vp of Pabst, a post in which he continues to supervise advertising and, in addition, assists the president in other management areas.

KNOXVILLE MEANS BUSINESS . . . More Than 1 Million Dollars in Retail Sales in 1959!

Indicative of the progressive spirit which is boosting Knoxville ahead by leaps and bounds is the new $500,000 Downtown Promenade and Parking Plaza which has revitalized an entire area of downtown stores . . . Just one of 9 major building projects under way in downtown Knoxville today.

The nearly 1½ million people (374,200 families) in the big 42 county Knoxville market spent $1,201,906000 in 1959, 14.2% more than in 1958. This ideal test market, with a potential buying power of over $1½ billion annually, is a MUST for your consideration.

The economical two-paper buy in Knoxville offers you exceptional coverage of this high income market . . . and at a low milline rate of only $2.70. Full ROP color available.

THE KNOXVILLE NEWS-SENTINEL COMPANY
Publishers Of THE KNOXVILLE NEWS-SENTINEL A SCRIPPS-HOWARD NEWSPAPER Evening and Sunday
Agents For The Knoxville Journal (INDEPENDENT) Morning Except Sunday

Represented nationally by Scripps-Howard Newspapers

Baton Rouge, La. is the 4th market in the Gulf South!*

* We're not being cagey—it's a known fact—Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South—an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list.

ABC NBC

WBRZ Channel 2

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 694,618	*$ 129,215
Magazines	———	389,297
Farm Publications	7,890	———
Spot Television**	3,067,210	3,684,390
Spot Radio	675,000	———
Outdoor	634,988	***1,223,490
Total Measured	5,079,706	5,427,392
Total Unmeasured	3,420,294	3,572,608
Estimated Total Expenditure	8,500,000	9,000,000

*Includes $56,844 for Blatz Brewing Co.
**Includes $357,040 for distributors in 1959; 1958 total includes $195,810 for distributors and $652,480 for Hoffman Beverage Co. Bottlers.
***Includes $954,964 for Pabst and $268,526 for Blatz.

MARKETING PERSONNEL

Sales

Harris Perlstein, chairman of the board
James C. Windham, president
Rocco B. Bunino, vp—sales

Advertising

Theodore Rosenak, exec vp
Arnold Wintograd, advertising manager, Pabst
Emmett Jaques, advertising manager, Blatz

ADVERTISING AGENCIES

Kenyon & Eckhardt, Chicago—Pabst and Blatz beer—Larry O'Neill, account supervisor; Frank Clayton, account executive for Pabst, and Tom Montgomery, account executive for Blatz. Los Angeles office—Eastside beer—Richard Salveson, account executive.

Grey Advertising Agency, New York—Hoffman beverages—Thomas Murray, account executive.

Pepsi-Cola Co.

	1959	1958
Sales*	$157,769,109	$142,217,863
Earnings	13,873,843	11,956,007
Advertising	15,010,000	13,723,000

*Reported as "net sales." Pepsi's "gross profit on sales" climbed from $101,507,194 to $113,577,759.

Pepsi-Cola Co., New York, the nation's 58th largest advertiser, increased its ad budget 10% to $15,010,000 in 1959. The parent company expenditure was nearly matched by bottlers, so that the Pepsi brand enjoyed advertising support in the neighborhood of $30,000,000.

It was another year of "forward march" for Pepsi. Earnings soared 20% to a level 12 times the earnings of 10 years ago. In the first half of 1960, earnings skyrocketed another 12% to a record-breaking $6,670,000. Pepsi did not earn this amount in any 12 months until 1955.

Pepsi now has 70 bottling plants selling more than 1,000,000 cases each, compared with 62 in 1958 and 13 in 1950. In 1959, 45 new bottling plants were opened—21 of them in 12 countries outside the U. S. and Canada.

■ Pepsi-Cola now has about a 20% share of the U. S. soft drink market. Coca-Cola's lead—5-to-1 in 1950—has been cut to less than 2-to-1.

In April, 1959, Pepsi introduced a lemon-lime drink, Teem, and it was being offered by 23 bottlers by the end of the year. This year it offered its bottlers still another line—Patio soft drinks (orange, grape, root beer, ginger ale and club soda).

The strategy behind these additions is to give Pepsi bottlers an opportunity to compete in all phases of the soft drink business. Cola drinks account for about 65% of all soft drinks sold. The second most popular type is lemon-lime, accounting for about 12% of the market and dominated for many years by Seven-Up.

■ Pepsi's media use did not undergo any striking shifts in 1959. The company was once again a major r.o.p. color advertiser in newspapers. Philip Hinerfeld, vp-advertising, reported that Pepsi spent $1,000,000 in r.o.p. color, using 115 pages in 38 newspapers, compared with 104 color pages in 34 newspapers in 1958.

Relax-with-Pepsi Season

OFFBEAT—*Pepsi-Cola's advertising switched gears this year with the move from Kenyon & Eckhardt to Batten, Barton, Durstine & Osborn. Former ads featuring opaque water color illustrations in designers' colors have given way to BBDO effort, as above, featuring offbeat copy approach and photography.*

Pepsi also repeated its 1958 saturation spot buy of all four radio networks in the period preceding its peak selling season. The company reported an expenditure of $1,500,000 in radio for 1959. Once again, it spent nothing in network television.

■ Herbert L. Barnet, president, became Pepsi's chief executive officer in 1959, succeeding Alfred N. Steele, who died in April.

After four years with Kenyon & Eckhardt, Pepsi made an agency change in 1960, moving its $10,000,000 account to Batten, Barton, Durstine & Osborn. Pepsi's Canadian subsidiary and company-owned bottling plants in the U.S. followed suit. The move followed Pepsi's decision to review the various sources of supply open to it in all fields—including the advertising agency sector.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ ———	$ 3,800,000
Magazines	1,520,000	1,536,000
Farm Publications	12,000	73,000
Business Publications	112,000	98,000
Spot Television	2,985,000	3,163,000
Outdoor	957,000	541,000
Total Measured	8,808,000	9,230,000
Total Unmeasured	6,202,000*	4,493,000
Total Expenditure	15,010,000	13,723,000

*Includes $1,500,000 which Pepsi reported that it spent on radio.

MARKETING PERSONNEL

William C. Durkee, vp—marketing
John J. Soughan, vp—marketing services
Philip B. Hinerfeld, vp—advertising
Charles N. Baker, vp—promotion
D. Mitchell Cox, vp—public relations
Seymour Lusterman, vp—market research
Marc A. Lefebvre, vp—eastern division
Raymond C. Mock, vp—central division
Frank J. Sullivan, vp—southern division
John L. Bate, vp—western division

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, New York—Don Gillespie, management supervisor; George Schaefer, account supervisor; Sidney Maran, Don Campbell, William Brown, Don O'Leary, Richard Sears, Lee White, Richard von Glahn and Paul Randall, account executives.

Pillsbury Co.

	1959†	1958
Sales	$373,818,795	$365,339,142
Earnings	6,541,094	7,913,045
Advertising	23,500,000*	18,500,000*

†Fiscal year ended May 31, 1960
*Estimated by AA

Pillsbury Co., Minneapolis, the nation's 34th largest advertiser, is estimated by ADVERTISING AGE to have boosted advertising expenditures 27% to $23,500,000 in 1959.

Greatest increases were in newspapers and spot tv, both up more than $2,000,000, and in magazines, up more than $1,000,000. At the same time, the company spent about $1,000,000 less in network tv.

Of the company's $2,712,080 spot tv expenditure, more than $2,000,000 went to promote Pillsbury cake mixes. The new instant potatoes received the next largest spot tv expenditure, with $163,580. Of the $3,000,000 or more spent in magazines, $1,000,000 went for cake mixes. And of the company's $5,305,357 newspaper expenditure, more than $2,000,000 was used to promote cake mixes. Of the $4,000,000 network tv expenditure, nearly $2,000,000 was for cake mixes.

Of Pillsbury's $7,700,000 for unmeasured media, a large proportion is for point of sale and co-op advertising.

■ Pillsbury, the nation's second largest milling company (General Mills is the largest), achieved the highest sales and second highest earnings level on record in the fiscal year ended last May 31. Sales rose 2% to $373,818,795. Net earnings of $6,541,094 were down 22% from the preceding year, best earnings year in the company's history.

Earnings were reduced by adverse economic conditions in the formula feed, soy processing and commodity merchandising industries; higher marketing expenditures for consumer products; lower margins and by-product recoveries from the sale of bakery flour, and strikes at two major plants, according to Paul S. Gerot, president, and Philip W. Pillsbury, board chairman.

■ Pillsbury, which was solely a flour miller until World War II when it added first a line of baking mixes and then refrigerated dough products, has been active on the new product front in the past several years. During fiscal 1959-60, the company introduced more than 20 new flour, mix and refrigerated dough products, three new convenience potato products, a tomato juice concentrate and instant maple syrup.

In the consumer area Pillsbury made its first major departure from the baking products field during the year with two potato items, instant mashed potatoes and quick hash brown potatoes, which were test marketed in early 1959 and introduced nationally late in the year. A third potato product, scalloped, was introduced early this year. At about the same time a potato manufacturing division was formed to meet demands for convenience potato products, and in June Pillsbury bought a potato processing plant in Grand Forks, N. D.

Other new products introduced during the year included Double Dutch devil's food cake mix, lemon flavor chiffon float mix, vanilla and chocolate flavor Boston cream pie mixes, butterflake dinner rolls, chocolate chip cookies, oatmeal cookies and pan rolls. The institutional division introduced a concentrated tomato juice, instant maple syrup, rapid roll mix, honey buckwheat pancake mix and wheat muffin mix, and the soy division added a 50% protein soybean meal. Several new products now are in the test stage, the company reported.

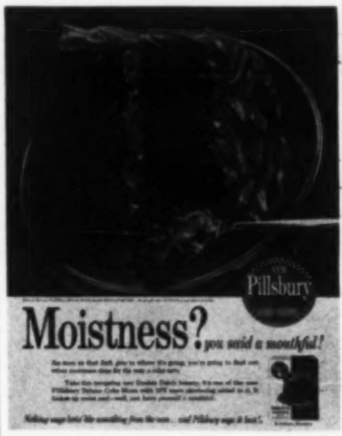
■ In September, 1958, the company changed its name from Pillsbury Mills to Pillsbury Co., officially noting its expansion into non-milling fields and officially serving notice of its plans for further expansion and diversification. As late as 1940, about 90% of Pillsbury's business involved flour. Today, although Pillsbury is making more flour than ever before, only about 50% of its business involves flour as a product. Pillsbury is concentrating on exploring the new product field, and while it still markets primarily grain-based products, the company is planning to diversify further and will be marketing non-food products in grocery stores in the future.

Last month, Pillsbury entered the non-food consumer field with the purchase of Tidy House Products Co., Shenandoah, Ia., manufacturer of household cleaning products. Principal Tidy House products are Dexol, a dry bleach; Perfex, a powdered all-purpose detergent; Shina-Dish, a liquid detergent; Sweet-10, a low calorie sweetener; Gloss Tex, a liquid starch, and a number of other cleaning products. Management of Tidy House will not be changed, and J. C. Rapp, former president, has become general manager of the new Tidy House division. Tidy House operates a manufacturing plant in Omaha and has packaging facilities in Cleveland.

Pillsbury said it has no plans to change Tidy House agencies—Guild, Bascom & Bonfigli, San Francisco, and Buchanan-Thomas, Omaha.

■ At the time of the name change, Pillsbury also changed its articles of incorporation to permit it "to carry on any business." This was done to overcome any legal doubts that the present articles might bar entry into some fields, such as manufacturing of machinery. Pillsbury developed the Turbo-Milling process and built some machinery in its own machine shop, and the company feels that making this machinery might become a good-size business some day.

As Pillsbury enters new areas, there may be other products so far removed from food that the Pillsbury name won't be used. Pillsbury Co. is the fifth name for the company in its 91-year history. Besides, Pillsbury Mills, the company has been called Charles A. Pillsbury & Co., Pillsbury-Washburn Flour Mills Co. and Pillsbury Flour Mills Co.



NO. 1—*Full-color pages like this one which broke in Life last week help keep Pillsbury neck and neck with General Mills' Betty Crocker as top selling cake mix.*

Starting with a single product—Pillsbury's Best flour—in 1869, Pillsbury has grown and diversified until it now markets more than 1,000 products. In addition to the new products listed above, the food processor also makes: Obelisk flour (sold in the South); Globe A-1 flour (sold in the West); pancake mixes, hot roll mix, pie crust mix, cookie mixes, cake mixes, frosting mixes, dessert mixes, refrigerated fresh dough products (both Pillsbury and Ballard brands), and Sno Sheen cake flour, plus flour and mixes for institutional and bakery markets. Pillsbury also makes an extensive line of formula feeds for livestock and poultry.

Through an agreement with Kraft Foods Co., all Pillsbury refrigerated products are distributed to grocers' dairy product cases by Kraft.

■ Pillsbury has completed a decentralization and divisionalization operation begun in 1956. Pillsbury's major operating areas—consumer, industrial and agricultural—now operate as complete business enterprises, handling their own production, procurement, marketing and accounting.

The company's consumer area includes the grocery division, which sells all the baking mixes, flours for family use and other products sold through grocers; the refrigerated division, which sells the biscuits, rolls and cookies sold in grocers' refrigerator cases; and the new Tidy House products division. The industrial area includes the bakery flour division, bakery mix division, institutional products division, overseas division and potato division. The agricultural area includes the formula feeds division, grain merchandising division, feed ingredient merchandising division and the soy division. The consumer products contribute probably 45% of total sales, and 55% of over-all profit.

The decentralization operation puts emphasis on increased authority for sales managers and other top personnel in each division.

■ The company spent in 1959 $9,415,000 for new plants and modernization and expansion of existing plants, and Mr. Gerot announced that a similar amount will be spent in the coming year. The leading new plant completed during the year was a refrigerated products plant in New Albany, Ind., with "the world's largest and most mordern refrigerated dough research laboratories adjoining." An automated formula feed plant was completed at Jasper, Ala. Work is in progress on a new flour mill in Los Angeles. The company exercised an option on a 40-acre site for a new consumer mix plant in Bridgeton, Mo.

Overseas business developments during the year were flour licensing and technical assistance agreements in El Salvador and Guatemala, a formula feed operation in Guatemala and a partnership to build a flour mill in Ghana.

■ Pillsbury's Home Service Center program, first established 13 years ago, was expanded with the opening of a new Junior Home Service Center.

In 1959, the 11th annual Pillsbury Grand National Bake-Off, probably Pillsbury's biggest annual promotion, was held Sept. 20, 21 and 22 in the Beverly Hilton Hotel in Beverly Hills, Cal. The company reports it scored "an advertising first" with the production of an eight-page color Sunday supplement carried by 52 daily newspapers. The insert was built around prize-winning recipes for Pillsbury's 11th Grand National Bake-Off. The 12th annual bake-off will be held Sept. 25, 26 and 27 in Washington.

Always active in tie-in promotions, Pillsbury during the year joined forces in advertising and promotion campaigns with Campbell Soup Co. for Swanson chicken and Franco-American spaghetti and with Quaker Oats Co., California Packing Co., Kraft Cheese Co. and Jello-O for Del Monte Pineapple Sun Fest and with Nestle Co., Red Star Yeast & Products Co., Morton Salt Co., R. T. French Co. and Land O'Lakes Creameries for its pre-printed Bake-Off supplement.

Late this month the company is launching a major promotion to celebrate its 90th year in business.

■ The company still is fighting a Federal Trade Commission ruling that it must divest itself of Duff properties, acquired from American Home Foods in 1952, and of Ballard properties, which Pillsbury obtained with the purchase of Ballard & Ballard Co. in 1951. If the FTC makes a final ruling ordering divestiture of some of these assets, Pillsbury may be required to divest itself of some or all of the properties.

In share of market, Pillsbury and General Mills (Betty Crocker products) have been vying for first place in cake mixes for the past several years. In 1959 and early 1960 the race again was extremely close and each could claim first place during various periods of the year, depending on which basis of comparison was used—unit or dollar volume. However, in layer cake mixes, the relative newcomer, Duncan Hines cake mixes (Procter & Gamble), rose to first place, with Pillsbury and Betty Crocker following, each with about one quarter of the market.

Although Pillsbury was the pioneer in refrigerated biscuits and still has the largest share of this market with its Pillsbury and Ballard brands, Betty Crocker has jumped in with a number of products and is a close second. Pillsbury continues to lead in refrigerated cookies and rolls.

■ Pillsbury is second to General Mills in the domestic flour market, but Pillsbury is the world's largest exporter of flour. However, U.S. government foreign aid programs and nationalized milling ventures in several foreign countries continue to displace normal commercial business on franchised products. Pillsbury is working to broaden its feed line in an attempt to spirit a bigger share of the market away from Ralston-Purina Co., the strong No. 1 mixed feed producer.

A newcomer to the packaged potato product market, Pillsbury ranks about fourth, with 10% or 15% of the market, followed closely by General Mills. The French, Minute and Borden brands are first, second and third, respectively.

In early 1959 Pillsbury named Grant Advertising, New York, to handle its export advertising, effective June 1, replacing Gotham-Vladimir. Campbell-Mithun, Minneapolis, and Leo Burnett Co., Chicago, continue to handle all Pillsbury domestic advertising.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 5,305,357	$ 2,953,690
Magazines	3,300,095	1,978,863
Farm Publications	101,919	90,206
Business Publications	112,000	89,600
Network Television	4,222,514	5,205,578
Spot Television	2,712,080	525,160
Outdoor	———	48,592
Total Measured	15,753,965	10,891,689
Total Unmeasured	7,746,035	7,608,311
Estimated Total Expenditure	23,500,000	18,500,000

GROCERY PRODUCTS DIVISION

MARKETING PERSONNEL

Earl A. Clasen, vp
Warren P. Peterson, marketing director
Dean F. Thomas, national sales manager
W. H. Gribble, distribution director

ADVERTISING AGENCIES

Campbell-Mithun, Minneapolis—Pillsbury's Best flour, Ballard and Globe flours, hot bread mixes, potato products, grocery products—N. F. Best, over-all account management; C. R. Strotz, group head, grocery products (except flours); W. Wiegold, W. M. Sorem, R. A Johnson, account executives, grocery products; R. J. Nevin, account director, family flours; George Champlin, marketing manager, family flours; R. L. Jones, account executive, family flours; M. T. Brandt, associate account executive, family flours.

Leo Burnett Co., Chicago—Pillsbury cake and frosting mixes, variety mixes—C. R. Kopp, vp in charge of client service; Wayne Jervis, marketing supervisor; W. S. Robinson, account supervisor, cake and frosting mixes, pancake mix, specialty desserts and variety mixes; J. J. Kinsella, brand supervisor, large cake mixes; W. A. Wiggins, account executive, frosting mixes and loaf cakes; J. H. Wiley, account executive, angel food mixes, and variety mixes; T. H. Melohn, account executive, pie crust mixes, Sno Sheen, Farina, and specialty desserts; J. T. Lindholtz, account executive, pancake mixes; E. M. Freeman, account executive, new products.

BAKERY PRODUCTS DIVISION

MARKETING PERSONNEL

George S. Pillsbury, vp
H. J. Patterson, division vp (national accounts)
B. F. Cruzen, general sales manager, flour
J. W. Sturrock, manager, bakery flours
W. T. Wilson, merchandising manager, flours
E. A. Larson, product manager, soft wheat flours
H. D. Kreiser, general sales manager, mixes
R. L. Johnston, manager, bakery mixes
R. J. Dwyer, merchandising manager
Howard G. Baier, merchandising manager
N. E. Groth, product manager, institutional products
R. J. Thelen, technical director

ADVERTISING AGENCY

Campbell-Mithun, Minneapolis—Pillsbury bakery products (including institutional)—N. F. Best, over-all account management; W. R. Geckler, account executive, bakery flours and mixes; W. Toevs, account executive, institutional products.

REFRIGERATED FOODS DIVISION

MARKETING PERSONNEL

John A. Witherspoon, national director of sales (Louisville)
Arthur P. Loomis, general manager
James H. Owens, director of field marketing

ADVERTISING AGENCY

Campbell-Mithun, Minneapolis—Pills-

TESTING one-six-two

SHELL

Shell selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Shell is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

NEW IN MODERN MEDICINE IN 1961

New Styling
New Typography
New Format
New Editorial Features

Effective January 9, 1961, Modern Medicine, already an acknowledged leader in the medical field, will have a brand new look. This is not a "face lifting," but a complete new design, as fresh and crisp as the hurrying pace of tomorrow's medicine.

NEW STYLING—Starting with the cover, every single page has been redesigned to frame and spotlight both editorial material and advertising. The 1961 Modern Medicine will be easier to read, functionally smart, and the most artistically attractive medical journal ever published.

NEW TYPOGRAPHY—Hundreds of type-faces were considered, discussed, examined. Samples of the final three were submitted to 3,000 doctor readers. Modern Medicine's new type-face was chosen by 81.7% of the actual responding readers.

NEW FORMAT—Modern Medicine's basic service of providing accurate abstracts of all the latest developments in world medicine has not changed. But, every feature, every medical section, every service page was analyzed and designed to command maximum interest, attention, and reader value.

NEW EDITORIAL FEATURES—1961 will see the debut of several new editorial features. The first of these, MODERN MEDICINE NEWSFRONT will appear in every issue starting January 9. This front-of-book section will contain late news from our leased wire, science writers, and special correspondents. News stories valuable to the doctor will be specially selected and edited to give the most interest in the least time.

and this is only part of the most dramatic expansion story in medical communications

IN 1961, MODERN MEDICINE GIVES YOU

NEW STYLING—Redesigned from cover-to-cover.

NEW COMPLETE MARKET COVERAGE—Circulation expanded to cover the total M.D. and D.O. prescribing market. No other publication has more medical circulation or greater coverage.

NEW FREQUENCY—Alternate Mondays—increased from 24 to 26 times per year.

Now, more than ever . . . sell the Doctor when his mind is on Medicine in

MODERN MEDICINE

84 South 10th Street, Minneapolis 3, Minnesota

BPA Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia NBP

bury and Ballard refrigerated products—N. F. Best, over-all account management; D. Ittner, account director, refrigerated foods; W. R. Reber, account executive, refrigerated foods, M. del Mercado, associate account executive, refrigerated foods.

FORMULA FEED DIVISION

MARKETING PERSONNEL

Dean McNeal, exec vp and general manager
J. K. Hubbard, sales and marketing

ADVERTISING AGENCY

Campbell-Mithun, Minneapolis—Pillsbury feed and soy products—N. F. Best, over-all account management; D. G. Wiltz, account executive, feeds.

OVERSEAS DIVISION

MARKETING PERSONNEL

A. B. Sparboe, vp
R. Vogel, director, New York
W. H. Spoor, division manager, New York
V. I. Miller, division manager, Portland, Ore.

ADVERTISING AGENCY

Grant Advertising, New York—export advertising—Murray Powers, account supervisor.

Plough Inc.

	1959	1958
Sales	$34,021,806	$31,517,125
Earnings	2,656,804	2,304,562
Advertising	7,000,000	6,350,000

Plough Inc., Memphis, the 91st largest national advertiser and a newcomer to the ranks of the 100 leaders, invested $7,000,000 in advertising in 1959, up 10% over 1958 and more than double the investment of five years ago.

The company reported that its direct consumer advertising (newspapers, radio, tv and magazines) will be up 15% in 1960, and indirect (point of sale, business publications, etc.) will rise even more to a total of about $10,000,000 in 1960.

The company is a heavy user of spot radio, spot tv and newspapers, each taking about 25% of the total measured expenditure. The spot tv investment was nearly doubled in 1959, and is being maintained at the new level in 1960; in addition considerable network tv has been added in 1960. Of the nearly $2,000,000 spent in unmeasured media, largest expenditures were in point of sale, direct mail and some co-op, plus some network radio and additional outdoor.

Sheila Connolly says:
Trusted by more mothers...
because it's approved by more doctors
ST. JOSEPH ASPIRIN

FOR CHILDREN—*Testimonial ads in newspapers and magazines are used by Plough Inc. for St. Joseph aspirin for children, which showed big sales gain in 1959 and leads the field.*

Plough Inc., which has been called a "junior American Home Products," has had an impressive sales growth, more than doubling sales since 1950, when they totaled $16,362,756. Sales were $34,021,806 in 1959, up 7.9% from 1958. Net earnings totaled $2,656,804, up 15.3% from 1958. Profit margins have improved since 1951, when the company chalked up 3.5¢ of every sales dollar to operating net; in 1959 this had increased to 15.5¢ of every sales dollar.

Sales for the first half of 1960, subject to audit, totaled $23,500,000, a healthy increase from $17,000,000 in the first half of 1959. Net earnings were $1,625,000, up from $1,250,000 in the 1959 first half.

■ Plough, a diversified company that makes proprietary medicines, household products and cosmetics and operates five radio stations, was founded by Abe Plough, president, 52 years ago.

One of the company's major products is St. Joseph aspirin. The company currently markets 12 products under the St. Joseph name, including St. Joseph aspirin, St. Joseph aspirin for children, cough syrup, mineral oil and other products.

Other lines include six Coppertone suntan and cosmetic products, including the new QT (quick tanning lotion); two Musterole products (analgesic rub and liniment); two Mexsana products; five cold cure products under the Mistol name; six-Penetro cold remedy products; three Zemo products (antiseptic, ointment and soap); Paas Easter egg colors and kits; and 22 products under brand names of Moroline, Solarcaine, Creolin, Dr. Edwards', Black and White, Nujol, Ril-Sweet, Gets-it, Alkolave, T-Tone, Nix, Penetrene, San-Man, Ever-Ready, and Mufti, plus the St. Joseph Family Almanac Calendar.

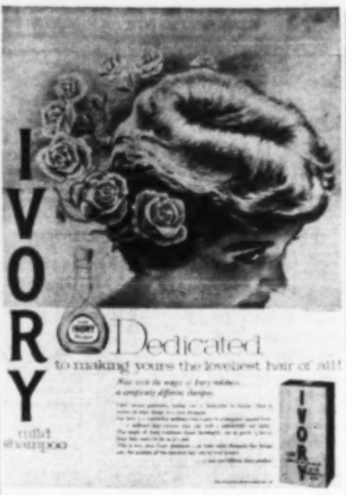
Among the company's principal products, St. Joseph aspirin for children and Coppertone products, both showed substantial gains in sales and share of market in 1959. St. Joseph aspirin for children is the leader in the field. St. Joseph aspirin is second in the general aspirin market. Many of the Coppertone suntan items are first in their field, and Mexsana medicated powder also is first in its field.

■ Plough's subsidiaries and divisions include Coppertone Corp., Miami, which distributes the Coppertone line of suntan products and warehouses and distributes the complete line of Plough products in Florida; Plough of California, Los Angeles, which warehouses and distributes the full line of Plough products in California and seven other western states; United Corp., which operates a chain of six retail drug stores in downtown Memphis; Consolidated Distributors, an unincorporated operating division, which is exclusive distributor in western Tennessee for National Distillers Products Co. and the liquor division of McKesson & Robbins.

Also included are International Distributors, which makes, imports and distributes a line of packaged drugs, household products and sundries (it covers 16 states with such brands as Craig's drugs, Major's adhesives, SweeTest saccharin, Pine-Mist disinfectant and Fairway household products); Southern Shellac Co., Memphis, maker of liquid shellac, Indo shellac and Incolac; and four broadcasting subsidiaries which operate five radio stations—WJJD, Chicago; WCOP, Boston; WCAO, Baltimore; WMPS, Memphis, and WPLO, Atlanta.

The company this year formed a new household products division, which includes Southern Shellac Co. and Dicks-Armstrong-Pontius, Dayton maker of DAP household products (acquired in February, 1960), and Webb Products Co., San Bernardino, Cal., and Norcross, Ga., maker of do-it-yourself Duratite household products (acquired in January, 1960).

■ Plough's growth in general has stemmed from a series of acquisitions. The company's formula for growth has resulted in the acquisition of 13 companies during the past four years. Three companies were acquired on July 1, 1959, when Plough bought Paas Co., maker of Easter egg colors and kits, Southern Shellac Co., and WPLO, Atlanta radio station. In 1958 Plough purchased Creolin Co. from Merck & Co. and Wm. Pearson Ltd. Coppertone was acquired in 1957. Plough screens more than 150 companies as possibilities for future acquisitions annually. Plough believes that each company it acquires must fit in with a long-range plan for development and growth, and each acquisition must provide assurance of early improvement in the earnings and financial position of the parent company.


IVORY
Dedicated
to making yours the loveliest hair of all!
mild shampoo
IVORY

NEW—*One of eight new products introduced in the past year by Procter & Gamble, Ivory shampoo was tested in Baltimore, Scranton, Spokane and Wichita.*

The Plough story began in 1908, when Abe Plough, age 16, borrowed $125 from his father and set himself up in business as Plough Chemical Co. He mixed the ingredients and packaged his first product, Plough's antiseptic healing oil (no longer on the market); production totaled 25 packages a day. He started his company's unbroken record for continuous advertising by ordering a small newspaper ad for the product to appear regularly in the *Memphis Commercial Appeal*. In eight years production reached 500 packages a day, and by 1917, in larger quarters, production totaled 2,500 packages a day.

In 1921 Plough began making St. Joseph aspirin. In 1923 stock was sold to the public, and the product line was expanded. In 1929 the company's name was changed to Plough Inc. In order to further diversify, the company entered the broadcasting field in 1944 with the purchase of WMPS, Memphis. After several years of research on a specialized aspirin for children, Plough successfully introduced St. Joseph aspirin for children in 1947. During the 1950s Plough purchased such products as Nujol, Mistol, Musterole, Zemo and Dr. Edwards' olive tablets—and bought four radio stations.

One of Plough's most potent advertising and sales tools—a calendar—is both an advertising medium and a product. Last year some 8,000,000 of these St. Joseph Family Almanac calendars were sold to druggists, who in turn gave them to consumers in promotion of the stores. The 1960 sales of the calender will be "substantially higher."

One agency, Lake-Spiro-Shurman, Memphis, handles all Plough's media advertising in the U.S., as it has for more than ten years. Occasionally in the past, Plough also has used other agencies for specific product promotion or other assignments, but Lake-Spiro currently is the company's only agency for domestic advertising.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$1,263,772	$1,473,643
Magazines	822,416	488,209
Farm Publications	33,479	20,177
Spot Radio	1,420,000	1,400,000
Spot Television	1,405,460	944,130
Outdoor	198,831	———
Total Measured	5,143,958	4,326,159
Total Unmeasured	1,856,042	2,023,841
Estimated Total Expenditure	7,000,000	6,350,000

MARKETING PERSONNEL

Advertising

Thomas L. Greer, vp, advertising
Frank Morris, ad budget manager

Sales

Landon J. Smith, vp of sales
Harold Klaus, wholesale sales manager
John Dulin, retail sales manager
F. J. Condon, promotions manager
John Oppenhuizen, assistant sales manager
Jess Brownfield, manager of supermarket and chain variety sales

ADVERTISING AGENCIES

Lake-Spiro-Shurman, Memphis—all media advertising in the U. S.; Avron Spiro Sr., president and account supervisor; John C. Legler, account executive.

Grant Advertising, advertising in countries outside the U. S.

Procter & Gamble Co.

	1959†	1958
Sales	$1,441,584,293	$1,368,532,426
Earnings	98,078,076	81,697,965
Advertising	123,000,000*	115,900,000*

†Fiscal year ended June 30, 1960
*Estimated by AA

Procter & Gamble Co. Cincinnati, easily retained its position as the nation's second largest advertiser as it hiked its expenditure 6% to an estimated $123,000,000 in 1959.

Although the company dropped more than $3,000,000 from its magazine investment, it raised its spot tv purchases by more than $11,000,000 over the 1958 level.

As in the past, P&G put most of its ad money in television—$95,000,000 in 1959 and $84,000,000 in 1958.

The company doubts that it will make any significant changes in its tv lineup this fall. Last year it sponsored "Truth or Consequences," "Search for Tomorrow," "Guiding Light," "It Could Be You," "As the World Turns," "Loretta Young Show," "Young Dr. Malone," "Edge of Night," "The Rebel," "Wells Fargo," "Wyatt Earp," "Rifleman," "This Is Your Life," "The Real McCoys" and "Detective." During the summer they are sponsoring the "Jeannie Carson Show" and "Video Village."

■ The past year has been one of new products and deepening market penetration for P&G. Eight products were introduced:

- Two heavy-duty laundry products—Gain, a liquid detergent, was introduced in Albany; Salvo, a detergent tablet, is available in the San Diego and Oklahoma City areas.
- Ivory shampoo, a liquid shampoo product, was introduced into Baltimore, Scranton, Spokane and Wichita.
- Puffs, a new facial tissue, was introduced into Cleveland, St. Louis, Columbia-Jefferson City, Kansas City and Cincinnati.
- White Cloud bathroom tissues was test marketed in the southern Ohio area, including Columbus, Dayton and Cincinnati.
- Dawn, a floating deodorant bar, was introduced last fall in St. Louis, Phoenix and Tucson and in June in the Fargo, N. D., and Moorehead, Minn. area.
- Pink Ribbon Drene, a new shampoo product, was introduced in the Cleveland, Pittsburgh, Wheeling and Steubenville areas.
- Crisco oil was test marketed in June in Colorado.

■ Backed by a $7,000,000 spot tv campaign, Duncan Hines cake mixes are now being marketed throughout the nation. Despite the newness of Duncan Hines layer cake mixes, they have already risen to the top of that field, in which they directly compete; however, Duncan Hines has fewer types of mixes than its two big competitors. In the entire cake mix field, Duncan Hines ranks after Pillsbury and Betty Crocker, which in the past few years have been engaged in close competition for first place.

Zest, still a relatively new P&G product and the company's fourth big toilet soap—the others are Camay, Lava and Ivory—continued to get a heavy portion of the ad budget, using almost $2,000,000 in spot tv, compared with Ivory bar soap's $584,000.

Mr. Clean, the liquid cleanser P&G introduced less than two-and-a-half years ago, is now the leader in its field, and is supported by P&G's second largest spot tv expenditure, $5,796,130.

Other market leaders from the P&G stable are Tide, Comet, Personal Ivory, Cascade, Crisco shortening and Clorox bleach.

■ In the detergent field, Tide continues to lead with nearly 30% of the market. The company also markets Cheer, Duz, Dreft, Oxydol, American Family detergent and Dash, its low-sudsing brand. Premium Duz was in two-thirds of the U.S. by June, 1960.

The dishwashing entries are Cascade, a compound for automatic dishwashers, and Joy and Ivory liquid, liquid detergents. Thrill, a new entry in this field, is being test-marketed in the Midwest. Older than both Joy and Cascade are P&G's long-established soaps—American Family, Duz, Ivory Flakes and Ivory Snow.

Rounding out the cleaning agent segment of P&G's line are Comet cleanser, Spic & Span and Clorox bleach. Like other new P&G products, Clorox accounts for a large slice of the ad expenditure—$3,027,260 in spot tv alone.

P&G may have to dispose of Clorox, which it acquired in mid-1957. A Federal Trade Commission examiner ruled recently that the product, which already had nearly 49% of the household liquid bleach business when P&G purchased it, has increased its market share and is forcing consolidations among the smaller competitors, creating a trend toward concentration. The examiner, Everett F. Haycraft, acknowledged that his finding in the Clorox case involves something of a landmark in the largely uncharted law governing mergers. His opinion rested primarily on P&G's power in the soap and food fields.

■ Of P&G's two toothpastes, Gleem, which ranks No. 2 with 20% of the market behind Colgate's 35%, is the more heavily advertised. Its support in 1959 included $1,959,240 in spot tv.

Crest, the company's fluoride entry, boosted P&G stock when the American Dental Assn. last Aug. 1 officially recognized Crest as "an effective decay preventive agent," the first and only toothpaste ever to receive therapeutic acclaim from the ADA.

P&G introduced Crest nationally after about a year's testmarketing, in January, 1956, touting it as the "triumph over tooth decay." Last year Crest spent more than $3,000,000 in network tv, and more than $350,000 in print ads. Currently Crest holds about a 12% share of the dentifrice market.

P&G's hair care products include Drene and Prell shampoos, plus Lilt, Pace and Pin-It nome permanents.

Only one product has been pulled off the market by P&G—Biz liquid detergent, which follows in the footsteps of Dreft Liquid, which left the market over a year ago.

Principal subsidiaries in P&G's domain in the U. S. are Procter & Gamble Mfg. Co., Procter & Gamble Productions Inc., Buckeye Cellulose Corp., Traders Oil Mill Co., Hewitt Soap Co. Inc., Duncan Hines Co., Charmin Paper Products Co. and Clorox Co.

Principal overseas subsidiaries are in Belgium, Canada, France, Great Britain, Italy, Mexico, Peru, Philippines, Switzerland and Venezuela.

■ Neil H. McElroy, who left P&G in 1957 to become secretary of defense, returned to the company last December after completing his government assignment, and was elected chairman of the board.

Personnel appointments included: E. A. Snow to vp of marketing; F. W. Dinsmore to advertising manager, food division; C. C. Uhling to manager, public relations department; J. M. Cochran to commercial production manager, and D. A. Mitchell to merchandising division manager.

P&G has made various changes in agency assignments in the past year:

Benton & Bowles added Fluffo; Leo Burnett added Salvo. Pink Ribbon Drene was added to the Compton Advertising line-up, while Ivory Flakes was taken from Compton and given to Grey Advertising, along with Ivory shampoo. Dancer-Fitzgerald-Sample added Bridget, Gain, Puffs, Thrill and White Cloud. Gardner Advertising was given Duncan Hines Early American cake mixes.

ADVERTISING EXPENDITURES

	1959	1958
ewspapers	$ 6,249,563	$ 6,972,897
agazines	3,566,075	6,693,743
arm Publications	———	15,650
usiness Publications	460,200	438,300
etwork Television	50,293,552	50,638,647
pot Television	45,046,800	33,833,060
Total Measured ..	105,616,190	98,592,297
Estimated Unmeasured	17,383,810	17,307,703
Estimated Total Expenditure	123,000,000	115,900,000

MARKETING PERSONNEL

Sales

homas J. Wood, sales vp
. W. Hanley, soap products division, sales manager
. S. Janney, food products division, sales manager
. A. Conwell, toilet goods division, sales manager

Advertising

dwin A. Snow, vp of advertising
. G. Harness, soap products division, ad manager
. W. Dinsmore, food products division, ad manager
oseph Beech, toilet goods division, ad manager
. N. Halverstadt, advertising production division manager
. C. Uhling, manager, public relations department
. W. Cochran, commercial production manager
. E. Short, programming manager
. R. Giroux, West Coast programming manager
. C. Potter, associate programming manager
aul Huth, media director
. H. Lotspeich, copy director
. T. Gerhart, advertising and packaging art director
. A. Mitchell, merchandising division manager

ADVERTISING AGENCIES

Compton Advertising, New York—bulk oap and shortening, Cascade, Comet, ink Ribbon Drene, Crisco, Drene, Duz, leem, Ivory Liquid, Ivory bar, Duncan ines DeLuxe cake mixes—account superisors: Dale Anderson (Crisco, bulk soap nd shortening), John Geismar (Duz, Cascade), C. S. Mitchell (Comet), John Cross Drene, Gleem), E. M. Gallagher (Liquid vory), J. W. Cantwell (Ivory Flakes, vory bar), H. R. Bankhart (Duncan Hines ake mix)—account executives: Harry eingold (bulk soap and shortening), arren Smith (Cascade), Dave McCulough (Comet), Dick Hurley (Crisco), Petr Burns (Drene), John Geismar (Duz), uane Ragsdale (Gleem), Robert B. owney (Ivory Liquid), Richard T. oughton (Ivory Flakes), H. V. Rover Ivory bar), B. Bieley and E. Gellert Duncan Hines).

Dancer-Fitzgerald-Sample, New York—ridget, Gain, Puffs, Thrill, White Cloud, ash, Dreft, Oxydol—exec vp in charge f P&G service: C. T. Birch—account suervisors: C. H. Wolfe (Oxydol), F. M. itchell (Dreft), I. M. Sloan (Dash)—ccount executives: N. N. Hovde (Oxydol), . Gavan (Dreft), E. Gair (Dash).

Gardner Advertising Co., St. Louis—uncan Hines Early American mixes, uncan Hines special baking mixes—acount supervisor: Warren Kratky—account xecutive: Wayne Stewart.

Grey Advertising, New York—Lilt, Lilt Refresher, Party Curl, Pin-It, Shasta, Ivory Flakes, Ivory shampoo, Big Top—executive account supervisor: Samuel Dalsimer—account supervisors: Edward H. Meyer (Big Top), Jerome S. Stolzoff (Lilt, Lilt Refresher, Party Curl, Pin-It, Shasta)—account executives: Lawrence Gross (Big Top), Elliott W. Reed (Lilt, Lilt Refresher, Party Curl), Daniel H. Dolgins (Pin-It, Shasta).

Honig-Cooper & Harrington, San Francisco—Clorox—account supervisor: Eric Bellingall—account executive: Adolf Klein—account marketing executive: J. O. Mithun.

Tatham-Laird, Chicago—American Family flakes, detergent, bar; Mr. Clean—account supervisors: Tom Burch (American Family soaps, Fluffo), Paul Schlesinger (Mr. Clean)—account executives: Roger Strecker (American Family), Joe Perry (Fluffo), Pat Tims (Mr. Clean).

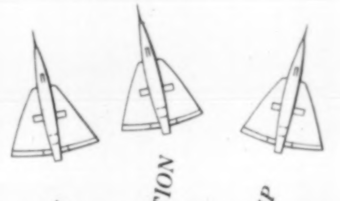
Young & Rubicam, New York—Spic & Span, Cheer—account supervisor: Thomas W. Clark (Spic & Span, Cheer)—account executives: William D. Lane (Spic & Span), Allen Gardner (Cheer).

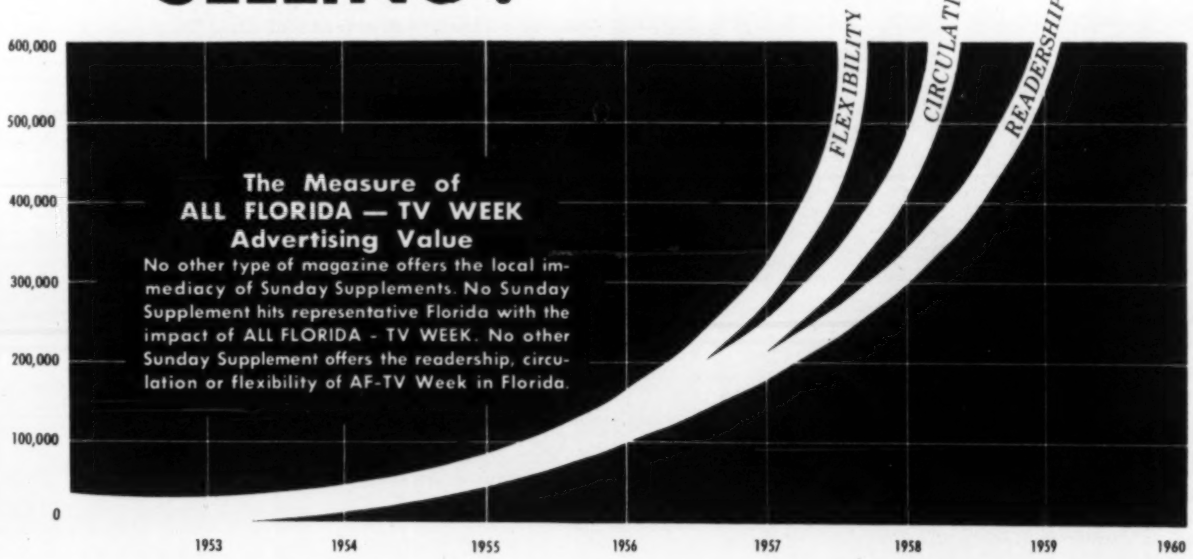
Benton & Bowles, New York—Charmin paper products, Crest, Fluffo, Ivory Snow, Prell, Tide, Whirl and Zest—account supervisors: Mark Becker (Ivory Snow), J. D. Bernhardt (Whirl), Michael Turner (Zest), Norman H. Grulich (Crest and Prell Concentrate), J. D. Bernhardt (Tide), Robert F. Young (Liquid Prell)—

TUCSON
210,016 City Population*
TUCSON
Now a Primary Market
TUCSON
54th
CITY IN THE NATION

*Yes . . . Tucson is now the nation's 54th City (preliminary report, U.S. Census, 1960) with 210,016 population. It's your newest prime market. Write for authentic folder on Tucson's growth, economy. Address Fred L. Vance, Station Manager, KVOA-TV, P.O. Box 5188. We're NBC-TV on Channel 4 with Nielsens and ARBs to match our zooming market.

ALL FLORIDA'S
PRECISION
SELLING!





The Measure of
ALL FLORIDA — TV WEEK
Advertising Value

No other type of magazine offers the local immediacy of Sunday Supplements. No Sunday Supplement hits representative Florida with the impact of ALL FLORIDA - TV WEEK. No other Sunday Supplement offers the readership, circulation or flexibility of AF-TV Week in Florida.

1. READERSHIP ALL FLORIDA - TV WEEK has a longer life and double the advertising exposure of any Sunday Supplement in Florida.*

2. CIRCULATION ALL FLORIDA - TV WEEK has grown phenomenally since its introduction in 1953, to a current 510,156.** Florida's largest ABC circulation, in the nation's fastest growing State, a State which 1950 - 1960 U. S. Census figures show jumped from 18th to 10th place. This gives the ALL FLORIDA - TV WEEK magazine a PENETRATION of 35.2% of the Florida market.

3. FLEXIBILITY You can buy one, several, or all five regional zone editions with complete local TV program listings.

* based on a survey prepared by First Research Corporation.

** ABC newspapers carrying ALL FLORIDA, based on ABC audits of publishers reports for 6 months period ending March 31, 1960.

THE
ALL FLORIDA
MAGAZINE

DISTRIBUTED IN

DAYTONA BEACH Sunday News-Journal. DELAND Sun News. FORT MYERS News-Press. GAINESVILLE Daily Sun. JACKSONVILLE Florida Times-Union. LAKELAND Ledger. LEESBURG Daily Commercial. MELBOURNE Times. OCALA Star Banner. PALM BEACH Post-Times. PANAMA CITY News-Herald. PENSACOLA News-Journal. SARASOTA Herald-Tribune. ST. PETERSBURG Independent. TALLAHASSEE Democrat. WINTER HAVEN Daily News-Chief. FT. PIERCE News-Tribune.

TV WEEK MAGAZINE
THE ALL FLORIDA
WEEKLY MAGAZINE
TV WEEK

"THE BEST BUY IN THE BUSINESS," says Dick Pope, owner of famed Cypress Gardens and long time advertiser in ALL FLORIDA-TV WEEK magazine.

Represented nationally by JOHN H. PERRY ASSOCIATES

NEW YORK, 36, 19 W. 44th St., Tel: MUrray Hill 7-5047, William K. Dorman, Gen. Mgr. CHICAGO 4, 224 South Michigan Ave., Tel: HArrison 7-4008, Robert A. Mitchell, Mgr. DETROIT 2, 7-268 General Motors Building, Tel: TRinity 5-1803, John F. Cole, Mgr. PHILADELPHIA 7, 12 South 12 Street, Tel: WAlnut 2-3555, Robert Hitchings, Mgr. SAN FRANCISCO 4, Russ Building, Tel: YUkon 1-1281, Louis J. Rubin, Mgr. ATLANTA 3, 411 Glenn Building, Tel: MUrray 8-3988, J. D. Whitehead, Mgr.

account executives: James Pierson (Ivory Snow), Douglas Dickson (Whirl), Charles Millard and William Wubbenhorst (Zest), Wilson F. Fowle (Crest), J. W. Griese Jr. and L. H. Goldberg (Tide), John S. Bowen (Liquid Prell), David P. Hotz (Prell Concentrate).

Leo Burnett Co., Chicago—Camay, Jif, Salvo, Joy, Lava, Pace, Secret—supervisor of soaps, detergents and drugs: E. M. Thiele—account supervisors: Gordon Rothrock (soaps), James Hill (drugs and foods)—account executives: Martin Snitzer (Camay), Robert Williams (Joy), Jim Rice (Lava), Art Hohmann (Jif), William McCredie (Secret), Ross Roy (Pace).

Prudential Insurance Co. of America

	1959	1958
Sales	$9.9 billion	$10.9 billion
Advertising	8,350,000	9,712,762

The Prudential Insurance Co. of America, Newark, the 86th largest national advertiser, cut its expenditure by more than $1,300,000 in 1959.

Prudential last year slashed its network television and newspaper advertising expenditures by about $2,500,000. Partly compensating for the cut were increases in magazines and in farm and business publications, and a $1,000,000 increase in unmeasured expenditures.

■ Over-all life insurance sales, while down from 1958, gave the company its third-best year in this area. Prudential reported an increase of $6.35 billion in life insurance in force in 1959, to bring the total amount of insurance owned by 35,000,000 policyholders to a record $76.87 billion.

Sales of individual sickness and accident policies reached a new high last year, and premiums on such new policies totaled $35,866,000—an increase of $4,933,000 over 1958. More than 1,600,000 persons had this type of coverage at year's end. Group accident and health sales rose from $22,350,000 to $39,676,000 of annual premiums.

Company assets totaled $15.66 billion, up $937,000,000 from 1958.

■ Prudential last year again sponsored "The Twentieth Century" on television, a series of weekly half-hour programs. In connection with the show, the company distributes teaching aids to about 10,000 schools and makes available 16mm. prints of the programs to schools, civic organizations, clubs and other groups. In its main print media effort, the company used *Family Weekly, Parade, This Week Magazine* and a number of independent supplements.

Newspapers, radio, television and outdoor are used on an area basis by Prudential regional home offices. These are located in Boston, Jacksonville, Houston, Los Angeles, Chicago, Minneapolis and Toronto.

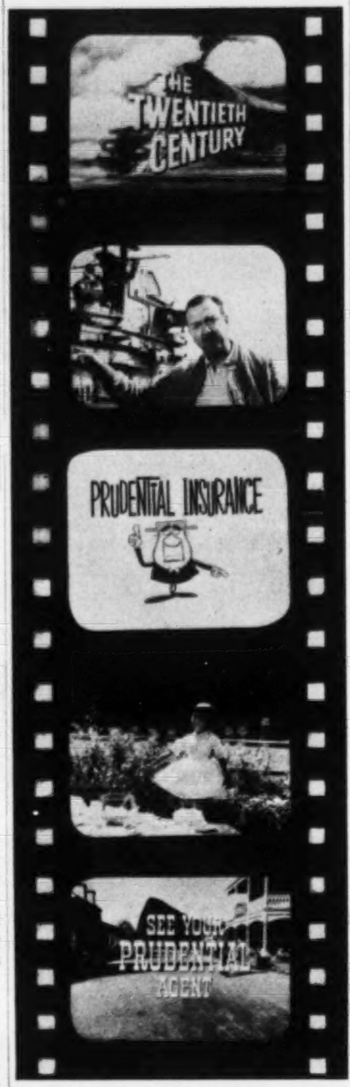
ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,913,440	$ 2,978,871
Magazines	74,710	26,350
Farm Publications	34,800	24,000
Business Publications	58,000	52,000
Network Television and Spot Radio	3,776,169	5,202,493
Spot Television	———	22,200
Outdoor	81,457	———
Total Measured	5,938,576	8,305,914
Total Unmeasured	2,411,424*	1,406,846
Estimated Total Expenditure	8,350,000	9,712,760

*Includes $940,000 for canvassing, $289,000 for "all other advertising," $1,078,831 for television and radio talent, and about $105,000 for production charges.

MARKETING PERSONNEL

Frederick H. Groel, vp in charge of advertising, public relations and sales promotion
Henry M. Kennedy, executive director of advertising, public relations and sales promotion
Henry E. Arnsdorf, director of public relations and advertising
Kenneth L. Brooks, director of sales promotion
Joseph Hoffman, assistant director of advertising



TV SELL—*Prudential had its third best year in life insurance sales last year, when such sales for the nation as a whole were down. Helping bolster sales was "The Twentieth Century" tv series with narrator Walter Cronkite.*

ADVERTISING AGENCY

Reach, McClinton & Co.—Robert W. Robb, account supervisor; Thomas Crolius, account executive.

Quaker Oats Co.

	1959†	1958
Sales	$322,163,000	$314,517,000
Earnings	13,166,850	12,917,701
Advertising	18,289,000	17,094,000

†Fiscal year ended June 30, 1959

Quaker Oats Co., Chicago, the nation's 48th largest advertiser, increased its advertising investment 7% to $18,289,000 in fiscal 1959, the company reported.

Quaker said that the current budget is up somewhat over the previous year's.

Sales and earnings both rose about 2% in the fiscal year ended June 30, 1959. In the fiscal first half ended last Dec. 31, earnings rose to $7,606,554 from $7,388,098 in the previous first half, but sales dipped slightly to $163,170,191 from $165,310,339 in the previous first half.

■ During fiscal 1959, the company strengthened its position in the pet food market (where its Ken-L-Ration dog food and Puss 'n Boots cat food continue to lead the field) by adding two varieties to its line—Ken-L-Burger for dogs and meat-flavored Puss 'n Boots. Other leaders in their fields are the company's Quaker Oats, Mother's Oats, Aunt Jemima mixes and Quaker and Aunt Jemima corn meal and grits.

Other company products are Quaker Puffed Wheat and Puffed Rice, Ful-O-Pep livestock and poultry feeds, Muffets, Pack-O-Tens, Masa Harina tortilla flour mix (in the Southwest primarily); flour, noodle and macaroni products; Flako mixes, Chuck Wagon Charcoal Briquets and Quaker furan chemicals which it sells to industrial users.

Quaker has ten agencies handling its products in the U. S. and Canada.

■ Quaker's advertising, marketing and sales operation was altered early in 1959 with the avowed aim of creating, in the words of Donald B. Lourie, the company's president, "a modern marketing team attuned to today's changing pattern of food distribution."

Heading the marketing organization is William G. Mason as vp in charge of marketing. He had been cereal sales vp since 1951. Reporting to Mr. Mason are Victor Elting, advertising and merchandising vp, and head of the advertising and merchandising department, and Robert D. Stuart, grocery products vp, head of the grocery products sales department. Mr. Elting had been advertising vp and Mr. Stuart was pet foods division vp.

■ Responsibility for advertising, promotion and merchandising is now centered in the new advertising and merchandising department. The sales department has two main responsibilities: (1) direction of the field sales organization; (2) development of new and modern techniques of carrying on sales work. The commercial research department, headed by James L. Spangenberg, director, commercial research, is serving as the investigating arm of the marketing unit.

To meet the changing demands of customers and prepare for future expansion, the company adopted a major remodeling and improvement program for cereal and pet food distribution. In addition to recently-completed warehouses at Los Angeles and Shiremanstown, Pa., major warehousing facilities were constructed at Chattanooga, Tenn., and Marion, O. Other warehouse facilities have been leased at Peoria, Ill.; Kansas City and Dallas.

■ The company reported media expenditures that differ somewhat from those reported by the various media services from which AA collects its measured media figures. One reason for the differences is that Quaker reports figures for the fiscal year ended June 30, 1959, while the measured figures are for the calendar year.

Only total that differs importantly is the one for network tv. Quaker reported that it spent $5,291,000 on spot tv in the fiscal year ended June 30, 1959, whereas the measured media total for calendar 1959 is $2,810,056. Other totals reported by Quaker for its fiscal year included spot tv, $1,441,000, and magazines, $2,878,000.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 4,060,609	$ 3,889,910
Magazines	3,435,390	2,494,734
Farm Publications	71,028	177,610
Business Publications	501,000	400,800
Network Television	2,810,056	4,693,728
Spot Television	1,859,690	1,679,690
Outdoor	136,827	27,501
Spot Radio	800,000	1,000,000
Total Measured	13,674,600	14,363,973
Total Unmeasured	4,614,400	2,730,027
Total Expenditures	18,289,000	17,094,000

MARKETING PERSONNEL

W. G. Mason, vp, marketing

Grocery Product Sales Department

Robert D. Stuart Jr., vp, grocery product sales
M. F. Lynch, general sales manager
J. A. Donaldson, director of sales development
James L. Spangenberg, director, commercial research

Advertising & Merchandising Department

Victor Elting Jr., vp, advertising and merchandising
Peter B. Warner, advertising director
R. S. Macdonald, manager, industrial and institutional advertising
R. Parker Long, group merchandising manager, pet foods
R. R. Fenner, group merchandising manager, corn goods and Flako mixes
H. M. Andersen, group merchandising manager, Aunt Jemima mixes
K. F. Browning, group merchandising manager, cereals
R. P. Einwalter, advertising manager, Aunt Jemima mixes
E. R. Entwisle, advertising manager, Ken-L-Products
D. B. Jamieson, advertising manager, Puss 'n Boots
U. B. Shockley, advertising manager, corn goods and Flako products
R. W. Strecker, advertising manager, hot cereals
D. R. Stimble, advertising manager, ready-to-eat cereals
A. A. Dennerlein, manager, feed advertising and merchandising
R. E. Weed, manager, advertising services
T. M. Jarvis, manager, promotion services
J. R. Bouras, manager, premium promotion
James E. Mason, sales promotion manager

Employe & Public Relations

Thomas B. Bartel, vp, employe and public relations

ADVERTISING AGENCIES

Compton Advertising Inc., Chicago—Quaker and Mother's Oats, Quaker Puffed Wheat and Puffed Rice, Muffets, Pack-O-Tens, Ful-O-Pep livestock and poultry feeds—Robert Downey, account supervisor; Harry Johnson, William Aiston, account executives on Quaker cereals; Cecil Barger, account executive on Ful-O-Pep.

Clinton E. Frank Inc., Chicago—Flako mixes, flour—Phil Bash, account supervisor; Herbert Butz, account executive.

John W. Shaw Advertising Inc., Chicago—Aunt Jemima mixes and Aunt Jemima and Quaker brands of corn meal, grits and macaroni products—P. L. O. Smith, account supervisor; Richard Rogers, account executive on Aunt Jemima mixes; Ed Renno, account executive, corn goods.

J. Walter Thompson Co., Chicago—Aunt Jemima pancake mixes, Ken-L-Ration, Ken-L-Meal, Ken-L-Biskit, Ken-L-Treats and Ken-L-Burger—Alexander Gunn, account supervisor; Donald Rice, account executive, Aunt Jemima pancake mixes; Tom Wason, account executive, Ken-L-Ration and Ken-L-Treats; John Crosbie, account executive, Ken-L-Meal and Ken-L-Burger; E. Nelson Thomas, account executive, Ken-L-Biskit.

Lynn Baker Inc., New York—Puss 'n Boots—Charles F. Bennett, account executive.

Headen, Horrell & Wentsel, Chicago—Chuck Wagon Charcoal Briquets—Jack Wentsel, account executive.

Thomas F. Conroy Advertising, San Antonio—Masa Harina tortilla flour mix—Thomas Conroy, account executive.

L. G. Maison & Co., Chicago—Special program on medical advertising on oats—Harry Brenner, account executive.

National Export Advertising Service Inc., New York—All export advertising—Gerard Viola, account executive.

Spitzer & Mills, Toronto—Canadian advertising for Canadian subsidiary—L. F. McCartney, George Riches, Donald McIntosh, account executives.

There's no other dog in the world like yours:
Ken-L Ration
There's no other dog food like Ken-L-Ration with Lean Red Meat

"NO OTHER"—*Magazine full pages like this helped keep Quaker Oat Co.'s Ken-L-Ration the No. 1 seller in dog foods in 1959.*

Radio Corp. of America

	1959	1958
Sales	$1,395,620,000	$1,176,094,000
Earnings	40,142,000	30,942,000
Advertising	31,800,000	30,605,000

Radio Corp. of America, New York, the nation's 22nd largest advertiser, increased its advertising expenditures by 4% in 1959. While higher than the 1958 outlay, the $31,800,000 total was lower than 1957 ($32,807,000) and 1956 ($35,173,000).

In relation to sales volume, RCA's advertising investment has declined now for four consecutive years. In 1956, advertising expenditures represented 3.1% of sales; in 1957, 2.8%; in 1958, 2.6%; and in 1959, 2.3%.

The declining ratio of advertising to sales reflects RCA's broadening expansion into non-consumer areas such as industrial and defense electronic products, particularly data processing equipment. In 1959, the volume gain of $219,000,000 came entirely from increased sales to the government. As a matter of fact, the defense sales made up for losses in other divisions. Sales to the government spurted 45% to a total of $441,700,000, meaning that defense contracts now account for one-third of RCA's volume. The company now does only about 20% of its business in consumer products.

■ Profits have not kept pace with the rapid upsurge in volume. In 1950, when sales totaled $586,393,000, less than one-half of 1959's volume, RCA cleared $46,250,000 after taxes, well above the $40,142,000 earned last year. The 1959 net was the best showing since 1955 but earnings have turned down again in 1960. Sales in the first six months of the year soared to a new record of $707,000,000; profits declined 7% to $18,100,000. RCA attributed the decline to "our rapidly increasing data processing investment."

RCA's No. 1 consumer product—and its most heavily promoted item—continues to be the television receiver line. Industry reports indicated that the company devoted about $9,000,000—or 30% of its total ad budget—to tv set promotion

RCA's long-held position as the largest seller of television sets has been taken over by Zenith Radio Corp. Zenith moved into first place in 1958 and held its lead in 1959 with about 16% of the market. RCA followed closely behind RCA doubled its portable tv set sales in 1959. Of the 5,700,000 sets sold last year, nearly 40% were portables.

■ RCA, which has carried on a lonely crusade for color television reported that in 1959, "for the first time," it began to earn a profit on the sale of color sets. Some 100,000 color receivers were sold in 1959, a gain of 30% over 1958 volume.

And 1959 was also a good year for radio set sales. RCA reported that it sold more radios in 1959 than in any other year in its history, with the new transistor portable models leading the way.

RCA continued to be the nation's leading seller of records Stereo accounted for one out of three RCA labels sold and the company claimed a 20% share of the stereo record market.

RCA's radio-Victrola division ran the biggest single promotion in its history during 1959, a $1,000,000 "Save on Stereo" drive that ran for six weeks in March and April. Ten LP stereo records were given away with each purchase of an RCA stereo console priced at $219.95 and up.

■ The National Broadcasting Co which accounted for 23% of RCA's volume (as against 26% in 1958) reached new highs in 1959. The television network increased its gross time billings by 10% to a total of $235,290,000. This was still some $30,000,000 shy of the CBS gross, and NBC-TV's lead over ABC-TV dropped below the 2-to-margin as the ABC network scored a billings gain of 22%. RCA reported that the NBC radio network carried 47% of all reported network sponsored time and that the NBC-owned radio and tv stations "reached record levels of revenue and profit."

NBC continued knee-deep in litigation over its swapping of radio and tv stations. It settled an anti-trust dispute with the Department of Justice by arranging to dispose of its Philadelphia stations to RKO General in return for RKO stations in Boston. As part of the deal, NBC arranged to sell its Washington stations to RKO General and to purchase KTUV, San Francisco.

This four-market deal was immediately challenged by Westinghouse, Philco and KRON-TV, San Francisco station faced with loss of its NBC affiliation. The latest move in the dispute was a civil anti-trust suit filed by the Chronicle Publishing Co., operator of KRON-TV, against RCA, RKO General and KTVU.

■ Of the $31,800,000 reported by RCA as its 1959 advertising expenditure, only $10,205,000 showed up in reports by measuring services. The big gap results from RCA's huge investments in co-op advertising, sales promotion literature and collateral advertising materials. Co-op is, by far, the biggest factor. RCA spends in the neighborhood of $8,000,000 to $10,000,000 in co-op advertising with its dealers and distributors.

Media use changed in 1959, with less money spent in television and more in print. RCA's purchases of NBC television time dropped during the year from $6,458,000 to $3,842,000. The newspaper budget was increased by 50% to a total of $1,749,000, and RCA spent $3,579,000 in magazines—an increase of about $1,000,000 over the 1958 total.

To introduce its Newsmaker line of tv sets, radios and stereophonic instruments during the second half of 1959, RCA bought 95 pages in 15 magazines—most of it in color. A 14-page four-color catalog of RCA products ran in the Nov. 23 *Life*, and the Sept. 21 *Sports Illustrated* carried a three-page cover gatefold.

■ RCA has gone through a series of management reorganizations during the past several years. In one of the latest moves, the consumer products area was brought under the wing of W. Walter Watts, a group exec vp whose main responsibility has been electronic components. Mr. Watts is the third exec vp to assume this responsibility in as many years.

Mr. Watts' appointment was followed by a reorganization of home instruments operations. This is RCA's principal consumer products division, covering tv sets, radios and record-playing equipment, and its headquarters office is currently being transferred from Camden, N.J., to Indianapolis.

Mr. Watts has taken over the positions of board chairman and president of RCA Sales Corp., the unit entrusted with the selling of RCA home instruments to dealers and distributors. Jack S. Beldon, who came to RCA in February, 1959, from General Electric, where he was manager of tv set marketing, has resigned as president of RCA Sales Corp.

Delbert L. Mills, who came to RCA last January from International Telephone & Telegraph Corp., was named by Mr. Watts as operating vp of RCA Sales Corp. and vp and general manager of RCA Victor Home Instruments operations. Mr. Mills originally joined Home Instruments with responsibility for engineering and manufacturing. He now has added the marketing portfolio.

Fred M. Farwell, another ex-IT&T executive, moved to RCA last September to fill a newly created post—vp, marketing. He has since been shifted to the defense electronic products division as vp, marketing. The corporate advertising department continues to be headed by R. H. Coffin, vp, advertising and sales promotion, who now reports to Charles R. Denny—vp, product planning and marketing—instead of Mr. Farwell. Mr. Coffin's office was shifted in 1959 from Camden to New York.

In a major agency shift, J. Walter Thompson Co. returned to the RCA account on Jan. 1, 1960, replacing Kenyon & Eckhardt as the agency for RCA sponsored radio and television programs, RCA tv sets, radios and record-playing equipment, international advertising and corporate advertising. Some $10,000,000 of billings were involved in the move. K&E succeeded Thompson on RCA in 1953.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,749,000	$ 1,123,000
Magazines	3,579,000	2,609,000
Farm Publications	1,000	76,000
Business Publications	472,000	410,000
Network Television	3,842,000	6,458,000
Spot Television	502,000	424,000
Outdoor	60,000	—
Total Measured	10,205,000	11,100,000
Total Unmeasured	21,595,000	19,505,000
Total Expenditure	31,800,000	30,605,000

RADIO CORP. OF AMERICA

MARKETING PERSONNEL

C. M. Odorizzi, group executive vp
W. W. Watts, group executive vp
A. L. Malcarney, exec vp, defense electronic products
T. A. Smith, exec vp, industrial electronic products
M. F. Bennett, vp, distributor & commercial relations
C. R. Denny, vp, product planning & marketing

Public Affairs

K. W. Bilby, vp, public affairs
S. M. Robards, director, public affairs

Advertising

R. H. Coffin, vp, advertising and sales promotion
M. Gaffin, manager, special advertising and sales promotion programs

RCA SALES CORP.

MARKETING PERSONNEL

W. W. Watts, president and board chairman
Delbert L. Mills, operating vp
R. W. Saxon, vp, sales
J. M. Toney, vp, product planning and development
J. M. Williams, manager, advertising and sales promotion

RCA VICTOR RECORD DIVISION

MARKETING PERSONNEL

J. Y. Burgess, manager, commercial sales and merchandising department
W. I. Alexander, manager, advertising, publicity and promotion
I. J. Tarr, manager, sales, special markets
S. O. Peruggi, manager, field sales, commercial records
D. J. Finn, manager, planning and merchandising, albums
H. S. Helman, manager, press and information

NATIONAL BROADCASTING CO.

MARKETING PERSONNEL

R. W. Sarnoff, chairman
R. E. Kintner, president
D. G. Adams, senior executive vp
W. D. Scott, exec vp, television network
P. A. Sugg, exec vp, NBC owned stations and NBC spot sales
S. H. Eiges, vp, public information
H. Bannister, vp, station relations
T. E. Knode, vp, station relations
H. M. Beville, vp, planning and research
W. K. McDaniel, vp, radio network
G. A. Graham Jr., vp and general manager, radio network
A. L. Capstaff, vp, programs, radio network
W. E. Fairbanks, vp, sales, radio network
T. B. McFadden, vp, general sales executive, television network
D. Durgin, vp, sales, television network
R. H. Close, vp, NBC spot sales

Public Relations and Advertising

E. O. Moore, director, press and publicity
J. H. Porter, director, national advertising
D. J. Foley, manager, trade and NBC owned stations advertising
J. Graham, advertising art director
E. Vane, manager, audience advertising and promotion
M. Brown, manager, program publicity
C. A. Henderson, manager, press relations
M. S. Rukeyser Jr., manager, business and trade publicity

ELECTRON TUBE DIVISION

MARKETING PERSONNEL

D. Y. Smith, vp and general manager
H. S. Bersche, manager, distributor products department
J. B. Farese, division vp, entertainment tube products department
C. E. Burnett, division vp, industrial tube products department
H. S. Stamm, manager, advertising and sales promotion

SEMICONDUCTOR & MATERIALS DIVISION

MARKETING PERSONNEL

Dr. A. M. Glover, vp and general manager
T. R. Hays, manager, marketing department
R. B. Green, manager, materials planning
I. H. von Zelowitz, manager, semiconductor planning
E. B. May, manager, advertising and sales promotion
F. F. Neuner, manager, product distribution and control

DEFENSE ELECTRONIC PRODUCTS

MARKETING PERSONNEL

A. L. Malcarney, exec vp
F. M. Farwell, vp, marketing
W. P. Davison, manager, marketing administration
G. R. Daggy, manager

Astro-Electronic Division

Barton Kreuzer, division vp and general manager
W. J. Kilroy, administrator, market development

INDUSTRIAL ELECTRONIC PRODUCTS

MARKETING PERSONNEL

T. A. Smith, exec vp
J. J. Graham, division vp and general manager, communications and controls division
C. H. Colledge, division vp and general manager, broadcast and television equipment division
J. P. Taylor, manager, marketing administration, broadcast and television equipment division
H. R. Henken, manager, advertising and sales promotion, industrial electronic products
A. M. Hilliard, manager, communications advertising and sales promotion
S. O. Swanson, manager, industrial controls advertising and sales promotion
P. A. Greenmayer, manager, broadcast and television equipment advertising and sales promotion

Electronic Data Processing Division

D. H. Kunsman, vp and general manager
R. Z. LaTerza, manager, advertising and sales promotion

RCA SERVICE CO.

MARKETING PERSONNEL

G. W. Pfister, division vp, commercial sales
W. L. Jones, division vp, technical products services
A. Fischer, manager, sales and merchandising, technical products services
L. G. Borgeson, division vp, consumer products services
R. W. Redecker, manager, sales and merchandising, consumer products services
L. S. Holstad, division vp, electronic data processing services
F. E. Clayton, manager, sales and merchandising, electronic data processing services
H. A. Poole, manager, advertising and sales promotion
S. D. Heller, division vp, government services

RCA Institutes Inc.

G. F. Maedel, president

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—RCA corporate staff and institutional advertising, RCA Sales Corp., RCA Victor Co. Ltd., RCA International: Consumer products and records. W. H. Howard, management supervisor; D. B. Thorburn, account supervisor; H. M. Jackson, representative-corporate staff, institutional and television products (b&w and color); W. J. Phillips, representative-radio products; W. H. Hammond, representative-stereo "Victrola" (phonographs) stereo tape recorders/players; A. J. Froio, representative-sales promotion and co-op advertising; C. W. Snyder, representative-international advertising; D. K. Stewart, representative-RCA Canada.

Grey Advertising Agency, New York—RCA corporate staff, RCA Victor record division, National Broadcasting Co. (television network, radio network, California National Productions, owned and operated stations). L. B. Block, account supervisor; R. J. Willheim and Phillip Sklar, account executives-records; R. D. Kimble, account executive-NBC TV network and WNBC-TV; J. T. Curry, account executive-NBC radio network, California National Productions and NBC O&O stations.

Al Paul Lefton Co., Philadelphia—RCA corporate staff, industrial electronic products, electronic data processing division, defense electronic products, astro-electronic products, RCA Service Co., RCA electron tube division, RCA semiconductor and materials division, RCA international division-IEP and tube export products only, RCA Institutes, RCA engineering recruitment advertising. H. S. Louchheim, executive supervisor; John Jensen, account executive (IEP and DEP); J. R. Stovall Jr., account executive-electronic data processing equipment; J. D. Moses Jr., account executive-RCA Service Co., RCA corporate staff; L. G. Lessig, account executive-electron tube division, semiconductor and materials division; G. J. Leroy, account executive-international division technical products; G. W. Wolfston Jr., account executive-RCA Institutes; H. M. Brown, account executive-RCA engineering recruitment advertising (Philadelphia); B. Kessler, account executive-RCA engineering recruitment advertising (New York).

Kenyon & Eckhardt, Chicago, F. Hoell, account executive—RCA Victor Distributing Corp. Kenyon & Eckhardt, Los Angeles office—R. Fenton, account executive-West Coast engineering recruitment.

Gehnrich Associates, New York—C. Gehnrich, account supervisor-RCA Communications.

A. R. Brasch & Sons, Detroit—David Brasch, account supervisor-RCA Victor Distributing Corp.

Galvin, Farris & Allvine, Kansas City—Earl Allvine, account supervisor-RCA Victor Distributing Corp.

Associated Advertising Agency, Wichita—Louis Foster, account supervisor-RCA Victor Distributing Corp.

B. J. Butler Co., Buffalo—B. J. Butler, account executive—RCA Victor Distributing Corp.

Albert Frank-Guenther Law Inc., New York—H. C. Allen, account supervisor-financial advertising.

Jack Lawlor Agency, Los Angeles—Jack Lawlor, account supervisor, RCA Victor Distributing Corp.

Ralston Purina Co.

	1959†	1958
Sales	$530,517,672	$493,527,453
Earnings	17,784,368	17,468,759
Advertising	14,500,000*	10,000,000*

†Fiscal year ended Sept. 30, 1959
***Estimated by AA**

Ralston Purina Co., St. Louis, the nation's 62nd largest advertiser, is believed to have boosted advertising expenditures 45% to $14,500,000 in 1959, while breaking sales and earnings records.

The fiscal year ended last Sept. 30 was the second successive year in which sales and earnings rose to new highs. All of the company's five major divisions chalked up sales increases, including record highs set by the Ralston and grain merchandising divisions.

In the fiscal first half ended last March 31, sales and earnings dipped slightly, although March set a record in sales, which were 10% higher than any previous month in Ralston history. In the half, earnings dipped to $9,348,468 on sales of $259,498,704, compared with $10,256,972 on sales of $264,058,643 in the previous fiscal first half.

■ Ralston's five major divisions are Ralston division, producer of regular and instant Ralston wheat cereal, Ry-Krisp, Rice Chex, Wheat Chex, Corn Chex and Purina Dog Chow; Purina Chow division (feeds), which merchandises more than 100 products, including livestock, poultry and special chows; sanitation and farm supply division; soybean division; and grain brokerage division.

Subsidiary companies are Ralston-Purina Co. of Canada, West Coast Wharf & Storage Co., Taylor Milling Co., Ralston Purina de Mexico, Purina de Venezuela and Purina Limitada, Colombia. Ralston's financial statements include domestic and Canadian subsidiaries only.

In January, 1960, the Ralston Purina Co. purchased one-half interest in the Duquesne Co. of France, oldest and largest feed manufacturer in France. The new company is known as Duquesne-Purina.

■ The international division, which embraces operations outside the U.S. with the exception of Canada, continued to grow and expand, with tonnage rising 67% in fiscal '59 over the previous year. A new Chow plant was built in Monterrey, Mexico, and began operation last spring. The international division is not yet consolidated in published reports.

Chow plants completed and brought into production during the fiscal year are located at Ottumwa, Ia.; Fond du Lac, Wis., and Cincinnati, O., thus increasing total manufacturing plants to 57 in the U.S. and Canada.

■ During fiscal 1959 Ralston manufactured and sold 5,034,661 tons of Chow, marking the first year in the company's history that the 5,000,000 mark was passed. This is nearly four times the maximum feed volume ever sold in one year by any other feed manufacturer.

Although the bulk of Ralston Purina Co.'s measured advertising expenditures are in its Ralston division, Chow sales account for most of the company's business. The company is the biggest producer of animal feed concentrates in the country and more than 80% of its dollar volume comes from the

EAU CLAIRE

Wisconsin's 5th Metropolitan Market
Is ISOLATED—Can Be Sold Only
from the Inside

A glance at the map will show that you're covering the Eau Claire market only when you're in the Leader & Telegram. There's no larger city within 90 miles of Eau Claire.

★ Eau Claire is the hub of
a 6-county trading area with . . .

185,300 People*
52,000 Households*
$273,247,000 Income*
$203,547,000 Sales*
*SM Survey of Buying Power 5/10/60

Newspaper isolation . . .
Six counties isolated by preference—where readers establish the Leader-Telegram as No. 1 choice with double the circulation of all "outside" papers combined.

		6-County Circulation (ABC 3/31/59)
LEADER-TELEGRAM		23,886
Minneapolis	—morning	1,678
	—evening	1,474
St. Paul	—morning	1,869
	—evening	729
Milwaukee	—morning	1,566
	—evening	615
Total circulation	27,473	12/31/59

METROPOLITAN
EAU CLAIRE*
111,600 Population*
31,400 Households*
$178,030,000 Income*
$125,899,000*

The Only Way to Get Effective, Highly Merchandisable Coverage in Wisconsin's 5th Market

The EAU CLAIRE LEADER & TELEGRAM
MORNING • EVENING • SUNDAY *Represented by* SHANNON & ASSOCIATES, INC.

account executives: James Pierson (Ivory Snow), Douglas Dickson (Whirl), Charles Millard and William Wubbenhorst (Zest), Wilson F. Fowle (Crest), J. W. Griese Jr. and L. H. Goldberg (Tide), John S. Bowen (Liquid Prell), David P. Hotz (Prell Concentrate).

Leo Burnett Co., Chicago—Camay, Jif, Salvo, Joy, Lava, Pace, Secret—supervisor of soaps, detergents and drugs: E. M. Thiele—account supervisors: Gordon Rothrock (soaps), James Hill (drugs and foods)—account executives: Martin Snitzer (Camay), Robert Williams (Joy), Jim Rice (Lava), Art Hohmann (Jif), William McCredie (Secret), Ross Roy (Pace).

Prudential Insurance Co. of America

	1959	1958
Sales	$9.9 billion	$10.9 billion
Advertising	8,350,000	9,712,762

The Prudential Insurance Co. of America, Newark, the 86th largest national advertiser, cut its expenditure by more than $1,300,000 in 1959.

Prudential last year slashed its network television and newspaper advertising expenditures by about $2,500,000. Partly compensating for the cut were increases in magazines and in farm and business publications, and a $1,000,000 increase in unmeasured expenditures.

■ Over-all life insurance sales, while down from 1958, gave the company its third-best year in this area. Prudential reported an increase of $6.35 billion in life insurance in force in 1959, to bring the total amount of insurance owned by 35,000,000 policyholders to a record $76.87 billion.

Sales of individual sickness and accident policies reached a new high last year, and premiums on such new policies totaled $35,866,000—an increase of $4,933,000 over 1958. More than 1,600,000 persons had this type of coverage at year's end. Group accident and health sales rose from $22,350,000 to $39,676,000 of annual premiums.

Company assets totaled $15.66 billion, up $937,000,000 from 1958.

■ Prudential last year again sponsored "The Twentieth Century" on television, a series of weekly half-hour programs. In connection with the show, the company distributes teaching aids to about 10,000 schools and makes available 16mm. prints of the programs to schools, civic organizations, clubs and other groups. In its main print media effort, the company used *Family Weekly, Parade, This Week Magazine* and a number of independent supplements.

Newspapers, radio, television and outdoor are used on an area basis by Prudential regional home offices. These are located in Boston, Jacksonville, Houston, Los Angeles, Chicago, Minneapolis and Toronto.

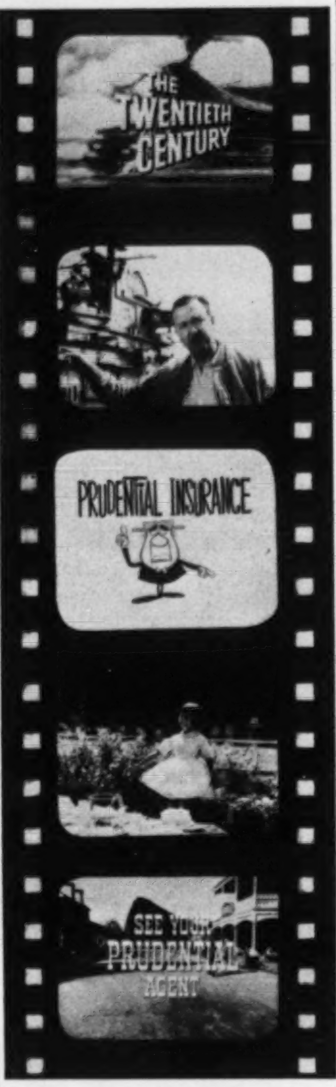
ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,913,440	$ 2,978,871
Magazines	74,710	26,350
Farm Publications	34,800	24,000
Business Publications	58,000	52,000
Network Television and Spot Radio	3,776,169	5,202,493
Spot Television	———	22,200
Outdoor	81,457	———
Total Measured	5,938,576	8,305,914
Total Unmeasured	2,411,424*	1,406,846
Estimated Total Expenditure	8,350,000	9,712,760

*Includes $940,000 for canvassing, $289,000 for "all other advertising," $1,078,831 for television and radio talent, and about $105,000 for production charges.

MARKETING PERSONNEL

Frederick H. Groel, vp in charge of advertising, public relations and sales promotion
Henry M. Kennedy, executive director of advertising, public relations and sales promotion
Henry E. Arnsdorf, director of public relations and advertising
Kenneth L. Brooks, director of sales promotion
Joseph Hoffman, assistant director of advertising



TV SELL—*Prudential had its third best year in life insurance sales last year, when such sales for the nation as a whole were down. Helping bolster sales was "The Twentieth Century" tv series with narrator Walter Cronkite.*

ADVERTISING AGENCY

Reach, McClinton & Co.—Robert W. Robb, account supervisor; Thomas Crolius, account executive.

Quaker Oats Co.

	1959†	1958
Sales	$322,163,000	$314,517,000
Earnings	13,166,850	12,917,701
Advertising	18,289,000	17,094,000

†Fiscal year ended June 30, 1959

Quaker Oats Co., Chicago, the nation's 48th largest advertiser, increased its advertising investment 7% to $18,289,000 in fiscal 1959, the company reported.

Quaker said that the current budget is up somewhat over the previous year's.

Sales and earnings both rose about 2% in the fiscal year ended June 30, 1959. In the fiscal first half ended last Dec. 31, earnings rose to $7,606,554 from $7,388,098 in the previous first half, but sales dipped slightly to $163,170,191 from $165,310,339 in the previous first half.

■ During fiscal 1959, the company strengthened its position in the pet food market (where its Ken-L-Ration dog food and Puss 'n Boots cat food continue to lead the field) by adding two varieties to its line—Ken-L-Burger for dogs and meat-flavored Puss 'n Boots. Other leaders in their fields are the company's Quaker Oats, Mother's Oats, Aunt Jemima mixes and Quaker and Aunt Jemima corn meal and grits.

Other company products are Quaker Puffed Wheat and Puffed Rice, Ful-O-Pep livestock and poultry feeds, Muffets, Pack-O-Tens, Masa Harina tortilla flour mix (in the Southwest primarily); flour, noodle and macaroni products; Flako mixes, Chuck Wagon Charcoal Briquets and Quaker furan chemicals which it sells to industrial users.

Quaker has ten agencies handling its products in the U. S. and Canada.

■ Quaker's advertising, marketing and sales operation was altered early in 1959 with the avowed aim of creating, in the words of Donald B. Lourie, the company's president, "a modern marketing team attuned to today's changing pattern of food distribution."

Heading the marketing organization is William G. Mason as vp in charge of marketing. He had been cereal sales vp since 1951. Reporting to Mr. Mason are Victor Elting, advertising and merchandising vp, and head of the advertising and merchandising department, and Robert D. Stuart, grocery products vp, head of the grocery products sales department. Mr. Elting had been advertising vp and Mr. Stuart was pet foods division vp.

■ Responsibility for advertising, promotion and merchandising is now centered in the new advertising and merchandising department. The sales department has two main responsibilities: (1) direction of the field sales organization; (2) development of new and modern techniques of carrying on sales work. The commercial research department, headed by James L. Spangenberg, director, commercial research, is serving as the investigating arm of the marketing unit.

To meet the changing demands of customers and prepare for future expansion, the company adopted a major remodeling and improvement program for cereal and pet food distribution. In addition to recently-completed warehouses at Los Angeles and Shiremanstown, Pa., major warehousing facilities were constructed at Chattanooga, Tenn., and Marion, O. Other warehouse facilities have been leased at Peoria, Ill.; Kansas City and Dallas.

■ The company reported media expenditures that differ somewhat from those reported by the various media services from which AA collects its measured media figures. One reason for the differences is that Quaker reports figures for the fiscal year ended June 30, 1959, while the measured figures are for the calendar year.

Only total that differs importantly is the one for network tv. Quaker reported that it spent $5,291,000 on spot tv in the fiscal year ended June 30, 1959, whereas the measured media total for calendar 1959 is $2,810,056. Other totals reported by Quaker for its fiscal year included spot tv, $1,441,000, and magazines, $2,878,000.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 4,060,609	$ 3,889,910
Magazines	3,435,390	2,494,734
Farm Publications	71,028	177,610
Business Publications	501,000	400,800
Network Television	2,810,056	4,693,728
Spot Television	1,859,690	1,679,690
Outdoor	136,827	27,501
Spot Radio	800,000	1,000,000
Total Measured	13,674,600	14,363,973
Total Unmeasured	4,614,400	2,730,027
Total Expenditures	18,289,000	17,094,000

MARKETING PERSONNEL

W. G. Mason, vp, marketing

Grocery Product Sales Department

Robert D. Stuart Jr., vp, grocery product sales
M. F. Lynch, general sales manager
J. A. Donaldson, director of sales development
James L. Spangenberg, director, commercial research

Advertising & Merchandising Department

Victor Elting Jr., vp, advertising and merchandising
Peter B. Warner, advertising director
R. S. Macdonald, manager, industrial and institutional advertising
R. Parker Long, group merchandising manager, pet foods
R. R. Fenner, group merchandising manager, corn goods and Flako mixes
H. M. Andersen, group merchandising manager, Aunt Jemima mixes
K. F. Browning, group merchandising manager, cereals
R. P. Einwalter, advertising manager, Aunt Jemima mixes
E. R. Entwisle, advertising manager, Ken-L-Products
D. B. Jamieson, advertising manager, Puss 'n Boots
U. B. Shockley, advertising manager, corn goods and Flako products
R. W. Strecker, advertising manager, hot cereals
D. R. Stimble, advertising manager, ready-to-eat cereals
A. A. Dennerlein, manager, feed advertising and merchandising
R. E. Weed, manager, advertising services
T. M. Jarvis, manager, promotion services
J. R. Bouras, manager, premium promotion
James E. Mason, sales promotion manager

Employe & Public Relations

Thomas B. Bartel, vp, employe and public relations

ADVERTISING AGENCIES

Compton Advertising Inc., Chicago—Quaker and Mother's Oats, Quaker Puffed Wheat and Puffed Rice, Muffets, Pack-O-Tens, Ful-O-Pep livestock and poultry feeds—Robert Downey, account supervisor; Harry Johnson, William Aiston, account executives on Quaker cereals; Cecil Barger, account executive on Ful-O-Pep.

Clinton E. Frank Inc., Chicago—Flako mixes, flour—Phil Bash, account supervisor; Herbert Butz, account executive.

John W. Shaw Advertising Inc., Chicago—Aunt Jemima mixes and Aunt Jemima and Quaker brands of corn meal, grits and macaroni products—P. L. O. Smith, account supervisor; Richard Rogers, account executive on Aunt Jemima mixes; Ed Renno, account executive, corn goods.

J. Walter Thompson Co., Chicago—Aunt Jemima pancake mixes, Ken-L-Ration, Ken-L-Meal, Ken-L-Biskit, Ken-L-Treats and Ken-L-Burger—Alexander Gunn, account supervisor; Donald Rice, account executive, Aunt Jemima pancake mixes; Tom Wason, account executive, Ken-L-Ration and Ken-L-Treats; John Crosbie, account executive, Ken-L-Meal and Ken-L-Burger; E. Nelson Thomas, account executive, Ken-L-Biskit.

Lynn Baker Inc., New York—Puss 'n Boots—Charles F. Bennett, account executive.

Headen, Horrell & Wentsel, Chicago—Chuck Wagon Charcoal Briquets—Jack Wentsel, account executive.

Thomas F. Conroy Advertising, San Antonio—Masa Harina tortilla flour mix—Thomas Conroy, account executive.

L. G. Maison & Co., Chicago—Special program on medical advertising on oats—Harry Brenner, account executive.

National Export Advertising Service Inc., New York—All export advertising—Gerard Viola, account executive.

*Spitzer & Mills, Toronto—Canadian advertising for Canadian subsidiary—L. F. McCartney, George Riches, Donald McIntosh, account executives.

Radio Corp. of America

	1959	1958
Sales	$1,395,620,000	$1,176,094,000
Earnings	40,142,000	30,942,000
Advertising	31,800,000	30,605,000

Radio Corp. of America, New York, the nation's 22nd largest advertiser, increased its advertising expenditures by 4% in 1959. While higher than the 1958 outlay, the $31,800,000 total was lower than 1957 ($32,807,000) and 1956 ($35,173,000).

In relation to sales volume, RCA's advertising investment has declined now for four consecutive years. In 1956, advertising expenditures represented 3.1% of sales; in 1957, 2.8%; in 1958, 2.6%; and in 1959, 2.3%.

The declining ratio of advertising to sales reflects RCA's broadening expansion into non-consumer areas such as industrial and defense electronic products, particularly data processing equipment. In 1959, the volume gain of $219,000,000 came entirely from increased sales to the government. As a matter of fact, the defense sales made up for losses in other divisions. Sales to the government spurted 45% to a

There's no other dog in the world like yours:
Ken-L Ration
There's no other dog food like Ken-L-Ration with Lean Red Meat

"NO OTHER"—*Magazine full pages like this helped keep Quaker Oat Co.'s Ken-L-Ration the No. 1 seller in dog foods in 1959.*

total of $441,700,000, meaning that defense contracts now account for one-third of RCA's volume. The company now does only about 20% of its business in consumer products.

■ Profits have not kept pace with the rapid upsurge in volume. In 1950, when sales totaled $586,393,000, less than one-half of 1959's volume, RCA cleared $46,250,000 after taxes, well above the $40,142,000 earned last year. The 1959 net was the best showing since 1955 but earnings have turned down again in 1960. Sales in the first six months of the year soared to a new record of $707,000,000; profits declined 7% to $18,100,000. RCA attributed the decline to "our rapidly increasing data processing investment."

RCA's No. 1 consumer product—and its most heavily promoted item—continues to be the television receiver line. Industry reports indicated that the company devoted about $9,000,000—or 30% of its total ad budget—to tv set promotion.

RCA's long-held position as the largest seller of television sets has been taken over by Zenith Radio Corp. Zenith moved into first place in 1958 and held its lead in 1959 with about 16% of the market. RCA followed closely behind. RCA doubled its portable tv set sales in 1959. Of the 5,700,000 sets sold last year, nearly 40% were portables.

■ RCA, which has carried on a lonely crusade for color television reported that in 1959, "for the first time," it began to earn a profit on the sale of color sets. Some 100,000 color receivers were sold in 1959, a gain of 30% over 1958 volume.

And 1959 was also a good year for radio set sales. RCA reported that it sold more radios in 1959 than in any other year in its history, with the new transistor portable models leading the way.

RCA continued to be the nation's leading seller of records. Stereo accounted for one out of three RCA labels sold and the company claimed a 20% share of the stereo record market.

RCA's radio-Victrola division ran the biggest single promotion in its history during 1959, a $1,000,000 "Save on Stereo" drive that ran for six weeks in March and April. Ten LP stereo records were given away with each purchase of an RCA stereo console priced at $219.95 and up.

■ The National Broadcasting Co which accounted for 23% of RCA's volume (as against 26% in 1958) reached new highs in 1959. The television network increased its gross time billings by 10% to a total of $235,290,000. This was still some $30,000,000 shy of the CBS gross, and NBC-TV's lead over ABC-TV dropped below the 2-to- margin as the ABC network scored a billings gain of 22%. RCA reported that the NBC radio network carried 47% of all reported network sponsored time and that the NBC-owned radio and tv stations "reached record levels of revenue and profit."

NBC continued knee-deep in litigation over its swapping of radio and tv stations. It settled an anti-trust dispute with the Department of Justice by arranging to dispose of its Philadelphia stations to RKO General in return for RKO stations in Boston. As part of the deal, NBC arranged to sell its Washington stations to RKO General and to purchase KTUV, San Francisco.

This four-market deal was immediately challenged by Westinghouse, Philco and KRON-TV, San Francisco station faced with loss of its NBC affiliation. The latest move in the dispute was a civil anti-trust suit filed by the Chronicle Publishing Co., operator of KRON-TV, against RCA, RKO General and KTVU.

■ Of the $31,800,000 reported by RCA as its 1959 advertising expenditure, only $10,205,000 showed up in reports by measuring services. The big gap results from RCA's huge investments in co-op advertising, sales promotion literature and collateral advertising materials. Co-op is, by far, the biggest factor. RCA spends in the neighborhood of $8,000,000 to $10,000,000 in co-op advertising with its dealers and distributors.

Media use changed in 1959, with less money spent in television and more in print. RCA's purchases of NBC television time dropped during the year from $6,458,000 to $3,842,000. The newspaper budget was increased by 50% to a total of $1,749,000, and RCA spent $3,579,000 in magazines—an increase of about $1,000,000 over the 1958 total.

To introduce its Newsmaker line of tv sets, radios and stereophonic instruments during the second half of 1959, RCA bought 95 pages in 15 magazines—most of it in color. A 14-page four-color catalog of RCA products ran in the Nov. 23 *Life*, and the Sept. 21 *Sports Illustrated* carried a three-page cover gatefold.

■ RCA has gone through a series of management reorganizations during the past several years. In one of the latest moves, the consumer products area was brought under the wing of W. Walter Watts, a group exec vp whose main responsibility has been electronic components. Mr. Watts is the third exec vp to assume this responsibility in as many years.

Mr. Watts' appointment was followed by a reorganization of home instruments operations. This is RCA's principal consumer products division, covering tv sets, radios and record-playing equipment, and its headquarters office is currently being transferred from Camden, N.J., to Indianapolis.

Mr. Watts has taken over the positions of board chairman and president of RCA Sales Corp., the unit entrusted with the selling of RCA home instruments to dealers and distributors. Jack S. Beldon, who came to RCA in February, 1959, from General Electric, where he was manager of tv set marketing, has resigned as president of RCA Sales Corp.

Delbert L. Mills, who came to RCA last January from International Telephone & Telegraph Corp., was named by Mr. Watts as operating vp of RCA Sales Corp. and vp and general manager of RCA Victor Home Instruments operations. Mr. Mills originally joined Home Instruments with responsibility for engineering and manufacturing. He now has added the marketing portfolio.

Fred M. Farwell, another ex-IT&T executive, moved to RCA last September to fill a newly created post—vp, marketing. He has since been shifted to the defense electronic products division as vp, marketing. The corporate advertising department continues to be headed by R. H. Coffin, vp, advertising and sales promotion, who now reports to Charles R. Denny—vp, product planning and marketing—instead of Mr. Farwell. Mr. Coffin's office was shifted in 1959 from Camden to New York.

In a major agency shift, J. Walter Thompson Co. returned to the RCA account on Jan. 1, 1960, replacing Kenyon & Eckhardt as the agency for RCA sponsored radio and television programs, RCA tv sets, radios and record-playing equipment, international advertising and corporate advertising. Some $10,000,000 of billings were involved in the move. K&E succeeded Thompson on RCA in 1953.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,749,000	$ 1,123,000
Magazines	3,579,000	2,609,000
Farm Publications	1,000	76,000
Business Publications	472,000	410,000
Network Television	3,842,000	6,458,000
Spot Television	502,000	424,000
Outdoor	60,000	—
Total Measured	10,205,000	11,100,000
Total Unmeasured	21,595,000	19,505,000
Total Expenditure	31,800,000	30,605,000

RADIO CORP. OF AMERICA

MARKETING PERSONNEL

C. M. Odorizzi, group executive vp
W. W. Watts, group executive vp
A. L. Malcarney, exec vp, defense electronic products
T. A. Smith, exec vp, industrial electronic products
M. F. Bennett, vp, distributor & commercial relations
C. R. Denny, vp, product planning & marketing

Public Affairs

K. W. Bilby, vp, public affairs
S. M. Robards, director, public affairs

Advertising

R. H. Coffin, vp, advertising and sales promotion
M. Gaffin, manager, special advertising and sales promotion programs

RCA SALES CORP.

MARKETING PERSONNEL

W. W. Watts, president and board chairman
Delbert L. Mills, operating vp
R. W. Saxon, vp, sales
J. M. Toney, vp, product planning and development
J. M. Williams, manager, advertising and sales promotion

RCA VICTOR RECORD DIVISION

MARKETING PERSONNEL

J. Y. Burgess, manager, commercial sales and merchandising department
W. I. Alexander, manager, advertising, publicity and promotion
I. J. Tarr, manager, sales, special markets
S. O. Peruggi, manager, field sales, commercial records
D. J. Finn, manager, planning and merchandising, albums
H. S. Helman, manager, press and information

NATIONAL BROADCASTING CO.

MARKETING PERSONNEL

R. W. Sarnoff, chairman
R. E. Kintner, president
D. G. Adams, senior executive vp
W. D. Scott, exec vp, television network
P. A. Sugg, exec vp, NBC owned stations and NBC spot sales
S. H. Eiges, vp, public information
H. Bannister, vp, station relations
T. E. Knode, vp, station relations
H. M. Beville, vp, planning and research
W. K. McDaniel, vp, radio network
G. A. Graham Jr., vp and general manager, radio network
A. L. Capstaff, vp, programs, radio network
W. E. Fairbanks, vp, sales, radio network
T. B. McFadden, vp, general sales executive, television network
D. Durgin, vp, sales, television network
R. H. Close, vp, NBC spot sales

Public Relations and Advertising

E. O. Moore, director, press and publicity
J. H. Porter, director, national advertising
D. J. Foley, manager, trade and NBC owned stations advertising
J. Graham, advertising art director
E. Vane, manager, audience advertising and promotion
M. Brown, manager, program publicity
C. A. Henderson, manager, press relations
M. S. Rukeyser Jr., manager, business and trade publicity

ELECTRON TUBE DIVISION

MARKETING PERSONNEL

D. Y. Smith, vp and general manager
H. S. Bersche, manager, distributor products department
J. B. Farese, division vp, entertainment tube products department
C. E. Burnett, division vp, industrial tube products department
H. S. Stamm, manager, advertising and sales promotion

SEMICONDUCTOR & MATERIALS DIVISION

MARKETING PERSONNEL

Dr. A. M. Glover, vp and general manager
T. R. Hays, manager, marketing department
R. B. Green, manager, materials planning
I. H. von Zelowitz, manager, semiconductor planning
E. B. May, manager, advertising and sales promotion
F. F. Neuner, manager, product distribution and control

DEFENSE ELECTRONIC PRODUCTS

MARKETING PERSONNEL

A. L. Malcarney, exec vp
F. M. Farwell, vp, marketing
W. P. Davison, manager, marketing administration
G. R. Daggy, manager

Astro-Electronic Division

Barton Kreuzer, division vp and general manager
W. J. Kilroy, administrator, market development

INDUSTRIAL ELECTRONIC PRODUCTS

MARKETING PERSONNEL

T. A. Smith, exec vp
J. J. Graham, division vp and general manager, communications and controls division
C. H. Colledge, division vp and general manager, broadcast and television equipment division
J. P. Taylor, manager, marketing administration, broadcast and television equipment division
H. R. Henken, manager, advertising and sales promotion, industrial electronic products
A. M. Hilliard, manager, communications advertising and sales promotion
S. O. Swanson, manager, industrial controls advertising and sales promotion
P. A. Greenmayer, manager, broadcast and television equipment advertising and sales promotion

Electronic Data Processing Division

D. H. Kunsman, vp and general manager
R. Z. LaTerza, manager, advertising and sales promotion

RCA SERVICE CO.

MARKETING PERSONNEL

G. W. Pfister, division vp, commercial sales
W. L. Jones, division vp, technical products services
A. Fischer, manager, sales and merchandising, technical products services
L. G. Borgeson, division vp, consumer products services
R. W. Redecker, manager, sales and merchandising, consumer products services
L. S. Holstad, division vp, electronic data processing services
F. E. Clayton, manager, sales and merchandising, electronic data processing services
H. A. Poole, manager, advertising and sales promotion
S. D. Heller, division vp, government services

RCA Institutes Inc.

G. F. Maedel, president

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—RCA corporate staff and institutional advertising, RCA Sales Corp., RCA Victor Co. Ltd., RCA International: Consumer products and records. W. H. Howard, management supervisor; D. B. Thorburn, account supervisor; H. M. Jackson, representative-corporate staff, institutional and television products (b&w and color); W. J. Phillips, representative-radio products; W. H. Hammond, representative-stereo "Victrola" (phonographs) stereo tape recorders/players; A. J. Froio, representative-sales promotion and co-op advertising; C. W. Snyder, representative-international advertising; D. K. Stewart, representative-RCA Canada.

Grey Advertising Agency, New York—RCA corporate staff, RCA Victor record division, National Broadcasting Co. (television network, radio network, California National Productions, owned and operated stations). L. B. Block, account supervisor; R. J. Willheim and Phillip Sklar, account executives-records; R. D. Kimble, account executive-NBC TV network and WNBC-TV; J. T. Curry, account executive-NBC radio network, California National Productions and NBC O&O stations.

Al Paul Lefton Co., Philadelphia—RCA corporate staff, industrial electronic products, electronic data processing division, defense electronic products, astro-electronic products, RCA Service Co., RCA electron tube division, RCA semiconductor and materials division, RCA international division-IEP and tube export products only, RCA Institutes, RCA engineering recruitment advertising. H. S. Louchheim, executive supervisor; John Jensen, account executive (IEP and DEP); J. R. Stovall Jr., account executive-electronic data processing equipment; J. D. Moses Jr., account executive-RCA Service Co., RCA corporate staff; L. G. Lessig, account executive-electron tube division, semiconductor and materials division; G. J. Leroy, account executive-international division technical products; G. W. Wolfston Jr., account executive-RCA Institutes; H. M. Brown, account executive-RCA engineering recruitment advertising (Philadelphia); B. Kessler, account executive-RCA engineering recruitment advertising (New York).

Kenyon & Eckhardt, Chicago, F. Hoell, account executive—RCA Victor Distributing Corp. Kenyon & Eckhardt, Los Angeles office—R. Fenton, account executive-West Coast engineering recruitment.

Gehnrich Associates, New York—C. Gehnrich, account supervisor-RCA Communications.

A. R. Brasch & Sons, Detroit—David Brasch, account supervisor-RCA Victor Distributing Corp.

Galvin, Farris & Allvine, Kansas City—Earl Allvine, account supervisor-RCA Victor Distributing Corp.

Associated Advertising Agency, Wichita—Louis Foster, account supervisor-RCA Victor Distributing Corp.

B. J. Butler Co., Buffalo—B. J. Butler, account executive—RCA Victor Distributing Corp.

Albert Frank-Guenther Law Inc., New York—H. C. Allen, account supervisor-financial advertising.

Jack Lawlor Agency, Los Angeles—Jack Lawlor, account supervisor, RCA Victor Distributing Corp.

Ralston Purina Co.

	1959†	1958
Sales	$530,517,672	$493,527,453
Earnings	17,784,368	17,468,759
Advertising	14,500,000*	10,000,000*

†Fiscal year ended Sept. 30, 1959
*Estimated by AA

Ralston Purina Co., St. Louis, the nation's 62nd largest advertiser, is believed to have boosted advertising expenditures 45% to $14,500,000 in 1959, while breaking sales and earnings records.

The fiscal year ended last Sept. 30 was the second successive year in which sales and earnings rose to new highs. All of the company's five major divisions chalked up sales increases, including record highs set by the Ralston and grain merchandising divisions.

In the fiscal first half ended last March 31, sales and earnings dipped slightly, although March set a record in sales, which were 10% higher than any previous month in Ralston history. In the half, earnings dipped to $9,348,468 on sales of $259,498,704, compared with $10,256,972 on sales of $264,058,643 in the previous fiscal first half.

■ Ralston's five major divisions are Ralston division, producer of regular and instant Ralston wheat cereal, Ry-Krisp, Rice Chex, Wheat Chex, Corn Chex and Purina Dog Chow; Purina Chow division (feeds), which merchandises more than 100 products, including livestock, poultry and special chows; sanitation and farm supply division; soybean division; and grain brokerage division.

Subsidiary companies are Ralston-Purina Co. of Canada, West Coast Wharf & Storage Co., Taylor Milling Co., Ralston Purina de Mexico, Purina de Venezuela and Purina Limitada, Colombia. Ralston's financial statements include domestic and Canadian subsidiaries only.

In January, 1960, the Ralston Purina Co. purchased one-half interest in the Duquesne Co. of France, oldest and largest feed manufacturer in France. The new company is known as Duquesne-Purina.

■ The international division, which embraces operations outside the U.S. with the exception of Canada, continued to grow and expand, with tonnage rising 67% in fiscal '59 over the previous year. A new Chow plant was built in Monterrey, Mexico, and began operation last spring. The international division is not yet consolidated in published reports.

Chow plants completed and brought into production during the fiscal year are located at Ottumwa, Ia.; Fond du Lac, Wis., and Cincinnati, O., thus increasing total manufacturing plants to 57 in the U.S. and Canada.

■ During fiscal 1959 Ralston manufactured and sold 5,034,661 tons of Chow, marking the first year in the company's history that the 5,000,000 mark was passed. This is nearly four times the maximum feed volume ever sold in one year by any other feed manufacturer.

Although the bulk of Ralston Purina Co.'s measured advertising expenditures are in its Ralston division, Chow sales account for most of the company's business. The company is the biggest producer of animal feed concentrates in the country and more than 80% of its dollar volume comes from the

EAU CLAIRE
Wisconsin's 5th Metropolitan Market
Is ISOLATED—Can Be Sold Only
from the Inside

A glance at the map will show that you're covering the Eau Claire market only when you're in the Leader & Telegram. There's no larger city within 90 miles of Eau Claire.

★ Eau Claire is the hub of a 6-county trading area with . . .
185,300 People*
52,000 Households*
$273,247,000 Income*
$203,547,000 Sales*
*SM Survey of Buying Power 5/10/60

Newspaper isolation . . .
Six counties isolated by preference—where readers establish the Leader-Telegram as No. 1 choice with double the circulation of all "outside" papers combined.
6-County Circulation (ABC 3/31/59)
LEADER-TELEGRAM 23,886
Minneapolis—morning 1,678
—evening 1,474
St. Paul —morning 1,869
—evening 729
Milwaukee —morning 1,566
—evening 615
Total circulation 27,473 12/31/59

METROPOLITAN
EAU CLAIRE*
111,600 Population*
31,400 Households*
$178,030,000 Income*
$125,899,000*

The Only Way to Get Effective, Highly Merchandisable Coverage in Wisconsin's 5th Market

The EAU CLAIRE LEADER & TELEGRAM
MORNING • EVENING • SUNDAY Represented by SHANNON & ASSOCIATES, INC.

feeds. It has about 10% of the estimated $3.5 billion commercial manufactured-concentrate feed business.

■ In the Ralston division, Purina Dog Chow has been one of the marketing success stories of the past few years. In 1957 it took second place, following Gaines, in the estimated $347,000,000 dog food market, about 35% of which is "dry" and most of the remainder canned. In 1958 Purina Dog Chow passed Gaines and became the leading producer in the dry dog food market and in 1959 became the top brand of all dog food—canned and dry. The new dog food was first market-tested early in 1955 and achieved almost complete national distribution in 1956.

Ralston opened a new dog care research center in September, 1958, as part of its research farms near St. Louis. The new center, which has facilities for 500 dogs, is the largest facility of its kind in the world. The company has long been active in animal research and has an animal population of about 30,000 on its research farms.

A new research building, which will double its laboratory facilities, is now under construction in St. Louis. This additional building will house the company's sanitation and animal pathology research laboratories, and Ralston division's cereal research and product development laboratories.

■ In the Ralston division, Wheat Chex and Rice Chex hiked sales in 1959. The division's newest cereal, Corn Chex, reached national distribution last September and has met with "excellent sales response in every market," the company said in its annual report.

Unlike Purina Chows, sales of Ralston cereals and Dog Chow have been confined to the U.S. up to this point. But a new plant to manufacture these products is being built in Clarkson, Ont., and sales of these products will begin in September.

The soybean division, now second largest processor of vegetable oil seeds in America, added four new soybean plants during the year. With the purchase, Purina expects to produce 1,000,000 tons of soybean meal a year and more than 20 tank cars of soybean oil per day.

■ Ralston Purina Co. was founded in 1893 as the Robinson Commission Co. and soon after was bought by William H. Danforth, father of Donald Danforth, current chairman of the board.

The company has long been a proponent of the use of education to expand sales and create satisfied customers. It stresses to farmers the importance of "good breeding, sound management and careful sanitation" as well as "good feeding."

■ In another phase of its education-mindedness, Ralston has won support from educators for its tv shows over American Broadcasting. "Bold Journey" and "High Road" are series of documentary travel and adventure films.

The films are used as a teaching aid by 100,000 teachers with a classroom population of 4,160,000 children. The educational program includes teachers' guides to help stimulate class discussions in social studies, geography, languages, history and similar subjects.

The marketing division, which was set up in 1958, includes the chow sales department, chow ad department and the chow sales promotion departments.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 860,455	$ 449,470
Magazines	213,083	142,928
Farm Publications	839,687	714,472
Business Publications	142,000	46,000
Spot Radio	1,352,000	——
Network Television	4,414,520	3,376,044
Spot Television	1,808,340	377,510
Outdoor	639,721	577,047
Total Measured	10,269,806	5,683,476
Total Unmeasured	4,230,194	4,361,524
Estimated Total Expenditure	14,500,000	10,000,000

PURINA CHOW DIVISION

MARKETING PERSONNEL

J. W. Streetman, vp and director of marketing

Sales

H. B. Morris, vp and general sales manager

Advertising and Sales Promotion

John McGinty, vp of sales promotion
M. E. Malin, director of advertising

ADVERTISING AGENCY

Gardner Advertising Co., St. Louis—all products—J. H. Leach, account supervisor; Ken Hieronymus, account executive, outdoor advertising and dealer cooperative advertising; Jack Sedwick, account executive, print, and Anthony Shimkus, account executive, client service.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 42,064	$ ——
Farm Publications	587,326	698,817
Business Publications	142,000	46,000
Spot Television	231,200	82,320
Total*	1,002,590	827,137

*Network television and outdoor are not broken down by division and are not included in the total.

RALSTON DIVISION

MARKETING PERSONNEL

Sales

Geoffrey Baker, vp
E. F. Gallipeau, sales manager
R. E. Siler and Carlisle McCray, assistant sales managers

Advertising

W. P. Hays, director of advertising and promotion

ADVERTISING AGENCIES

Guild, Bascom & Bonfigli, San Francisco—Ralston cereals—Ernest J. Hodges, account supervisor; Peter McDonald and George Allen, account executives.

Gardner Advertising Co., St. Louis—Purina Dog Chow—O. D. Norling, account supervisor; and Edward A. Langan, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 668,912	$ 449,470
Magazines	196,833	142,928
Farm Publications	112,606	102,780
Spot Television	1,569,140	295,190
Total*	2,557,491	990,368

*Network television and outdoor are not broken down by division and are not included in the total.

RALSTON PURINA CO.

All Divisions

Public Relations

J. D. Sykes, vp, public relations

ADVERTISING AGENCIES

Thompson-Petersen Advertising Agency, Toronto—Canadian chow advertising, except Dog Chow—H. D. Mason, account executive, Norman Bell, assistant account executive.

James Lovick & Co. Ltd., Toronto—Canadian cereal and Dog Chow advertising—Keith Garwood, account supervisor, Wallace Halder and H. E. Pellow, account executives.

Publicidad D'Arcy, S.A., Mexico City—Latin American advertising—E. A. Hallett Jr., account supervisor; Juan Balzola and James O'Donnell, account executives.

Revlon Inc.

	1959	1958
Sales	$124,939,712	$110,363,070
Earnings	10,836,797	9,688,307
Advertising	22,000,000	19,000,000

Revlon Inc., New York, the 39th largest national advertiser, reported an advertising expenditure of $22,000,000 in 1959, up 16% from 1958.

Once again the bulk of Revlon's advertising went into television.

The company continued its enviable sales record in 1959, as sales gained 13% over 1958, and net earnings amounted to 9% of sales. Net sales for 1959 hit a record $124,939,712, as profits rose 11.9% to $10,836,797.

The first half of 1960 was the best first half on record. Consolidated net sales increased 8.2% to $62,900,000. Net earnings were up 6.0% to $5,200,000.

■ Revlon is second only to Avon Products in the cosmetics field with its line of lipstick, nail enamel, hair sprays, fragrance products, skin treatments, baby care products and men's toiletries, quite a few of which dominate their markets. Revlon lipsticks, for example, are believed to have 40% or more of the total lipstick market. Nail polish is probably No. 1 in dollar sales, although Cutex may exceed it in unit sales. Touch and Glow is thought to dominate the liquid makeup market.

In addition, the company acquired Knomark Mfg. Co., maker of the leading Esquire shoe polish line, in 1957. Revlon has a stock investment in Schering Corp., and has acquired 26.7% of the outstanding shares of Schick Inc. The company reports that Schick moved from loss to profit in 1959. The first three-speed razor, introduced last year, was well received, and other new products are planned. Reporting on Schick's activities to the annual meeting, Charles Revson, president of Revlon, said, "We are enthusiastic about Schick's future."

The Knomark division increased sales in 1959, and during the year "Lady Esquire," a prestige line of shoe creams and aerosol polishes, was introduced.

■ In line with Revlon's policy of acquiring companies with a line of packaged goods, Revlon bought three companies in 1959, to extend its cosmetic and pharmaceutical markets.

To serve the fast-growing hair-coloring market, Revlon bought Bressard Distributors Inc., maker of the Tiara line.

Revlon's pharmaceutical division, Thayer Laboratories, created in 1957, acquired two companies: AsthmaNefrin Co., Portland, Ore.; and Pinex Co., Fort Wayne, Ind. AsthmaNefrin makes products for asthma relief, and Pinex makes cough preparations. As these companies were acquired late in the year, they did not contribute greatly to sales and earnings for 1959.

■ During the year, Thayer Laboratories increased distribution of Spectran-B, a cold tablet; Delimine, a nerve-control antacid; and Femicin, for the relief of pain and tension in women.

Revlon also took over distribution in the U. S. and Canada of the perfumes and fragrance products of Revillon Parfums of Paris. In June, 1960, it rounded out its services to professional beauty salons by acquiring the Realistic Co., Cincinnati maker of professional salon permanent waves, shampoos and other products for hair care. In July, Revlon announced that it had acquired control of Les Parfums Pierre Balmain S.A., Paris, with worldwide rights to manufacture and distribute perfumes and allied cosmetic products under the Balmain name. Revlon products are now made in eight countries.

■ New product activities in 1959 included products for skin care and makeup, hair sprays, fragrances, deodorants and men's goods. The company invests heavily in research and development, and a breakdown of the current Revlon listings show the following:

• *Skin care and makeup.* "Ultima," a nutrient cream with a light texture, was introduced in 1959. A complete line of "Ultima" makeup in a new array of tints is being presented this year. The success of Roll-On mascara, introduced in 1959, led to the development of other eye products, notably "Eye Makers a la Carte," which was presented last fall. Thirteen new lipstick shades—"Colors Unlimited"—were introduced simultaneously, the largest presentation of its kind in Revlon's lipstick-making history. It was so successful that the same technique was used to introduce "Bonbon Pastels," a series of nail enamels in seven pastel colors.

Smoking more ...
enjoying it less?
HAVE A REAL CIGARETTE -
Camel

ENJOYING IT LESS?—*R. J. Reynolds' Camel, pushing familiar theme on tv, remained the No. 1 cigaret in sales in 1959, or was No. 2, depending on whose survey you favored.*

• *Hair Sprays.* Revlon developed two new formulations of Living Curl hair spray during the year. One is for tinted and bleached hair, and the other for hair that is hard to hold. These hair sprays extended Revlon's percentage of the hair spray market, in which the company originally established leadership with Satin Set and Silken Net.

• *Fragrances.* Sales of two well established Revlon items, Aquamarine and Intimate, reached record highs in 1959.

• *Deodorants.* Sales increased over the 1958 figures. As a companion product to Revlon's Hi and Dri roll-on deodorant, a new version with an antibacterial agent has been added this year.

• *Men's Products.* Top Brass hair dressing was among the leaders in the field last year. Other good-selling lines were Top Brass after-shave lotion and Top Brass deodorant. Top Brass first went national in 1958 on the ill-fated "$64,000 Question" and "$64,000 Challenge" quiz programs, which Revlon dropped like hot cakes when the quiz-rigging scandals blew up. Last year Top Brass was featured on Garry Moore, Andy Williams and Big Party shows. Baseball sponsorship on radio, tv and magazine insertions rounded out the sales drive designed to "get the men."

■ Revlon's perennial quest for "better ads for better products" produced some of its almost inevitable agency upheavals.

Last February Revlon's oldest surviving agency, C. J. LaRoche & Co., which had served a $2,000,000 account for more than five years, resigned its Revlon business because it differed with the company in the method of "pursuing excellence." Revlon then consolidated its cosmetics and toiletries business at two agencies, Warwick & Legler, and Grey Advertising.

The shift gave Grey six brands, billing more than $4,500,000. It also added five products, and an extra $1,000,000 to the estimated $5,000,000 in business already at Warwick & Legler.

At the same time, Mogul, Williams & Saylor dropped some $2,000,000 worth of Revlon billings, giving up Top Brass, Hi and Dri, Aquamarine fragrances and Satin Set. The agency was kept for Knomark's Esquire shoe polish products.

This was the biggest agency upset in Revlon's agency ranks since September, 1957, when BBDO resigned $7,000,000 worth of business. It was said at the time that these billings were then divided to give LaRoche and Warwick & Legler $5,000,000 each.

■ Among the major product changes were the following: LaRoche gave up Ultima, Love Pat, Sun Bath and Moon Drops treatment products to Grey Advertising, while Mogul, Williams & Saylor also ceded Top Brass products and Hi and Dri to Grey.

Warwick & Legler gained Intimate fragrances and Baby Silicare from LaRoche, and Aquamarine fragrances and Satin Set from Mogul, Williams & Saylor.

■ On the executive front, there were several major changes. In February, 1959, Revlon's top adman, George Abrams, resigned as advertising vp. He had set an employment longevity record in one of the cosmetic business' toughest and best-paying ad jobs by holding his position for three years.

Mr. Abrams was succeeded by F. Kenneth Beirn, who had resigned the presidency of C. J. LaRoche & Co. to take the job. But in December, 1959, Mr. Beirn, too, resigned. E. W. Mandel, assistant to the president, filled the Beirn spot until the appointment of Theodore Bergmann last July to the $50,000-a-year (or more) job. Mr. Bergmann, only 40 now, is one of television's early-birds, starting in tv sales way back in 1947, when there were only 35,000 tv sets in New York and few agencies wanted to talk to tv salesmen.

Also significant in the organizational changes was the recent appointment of Marshall Lachner as senior vp at Revlon. Mr. Lachner resigned as president of B. T. Babbitt Co. to take the job.

■ Revlon was again in the news on the legal front. The quiz scandals of the year before were still very much in the public eye, and Charles Revson, president of Revlon, testified last November before House investigators about the company's advertising policy. He testified that "we pay close attention to all of our advertising, as we do every other phase of our operations." He said that if the company had known that the quiz shows were "fixed, crooked, rigged" i would have had nothing to do with them.

Last year former ad chief George J. Abrams lost (and is appealing) his suit to collect 800 shares o stock from Revlon. A current clai against Revlon and its presiden Charles Revson is a $600,000 sui by his brother Martin Revson Martin Revson seeks changes i the stock purchasing agreemen under which he sold 100,000 share to Revlon when he quit as exec v in 1958.

AA's estimates show a bi switch from an eight to one preponderance of network tv advertising over spot tv in 1958 to a eight to six ratio in 1959, althoug Revlon's own figures do not bea this out.

Revlon's advertising expenditures, as reported by the company, differ slightly from those reported by the various association and statistical bureaus. Both set of figures are reported below:

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$ 1,074,990	$ 1,070,000
Magazines	2,706,765	1,801,681
Spot Radio	———	750,000
Network Television	4,216,914	6,309,037
Spot Television	3,284,050	847,850
Outdoor	53,199	36,500
Total Measured	11,335,918	10,815,068
Total Unmeasured	9,838,000	8,184,932
Estimated Total Expenditure	21,173,918	19,000,000

*Measured figures obtained from AA's usual sources, various statistical bureaus and associations.

ADVERTISING EXPENDITURES**

	1959	1958
Newspapers	$ 953,000	$ 1,070,000
Magazines	2,906,000	1,801,681
Network Television	6,908,000	6,309,037
Spot Television	1,291,000	847,850
Outdoor	———	36,500
Spot Radio	104,000	750,000
Total Measured	12,162,000	10,815,068
Total Unmeasured	9,838,000	8,184,932
Estimated Total Expenditure	22,000,000	19,000,000

**Figures reported by Revlon Inc.

MARKETING PERSONNEL

Theodore Bergmann, vp, advertising
Sanford Buchsbaum, group director of advertising
Beatrice Castle, director of fashion and publicity
William Dahlman, group director of marketing
George W. Feld, radio and television coordinator
Jerome Friedman, media and budget coordinator
Milton Handelsman, vp
Robert Hoffman, vp, salon division
George Kirk, vp, sales
Marshall S. Lachner, senior vp
Evan William Mandel, assistant to the president
Erwin Spitzer, group director of advertising
Henry W. Tavs, vp, merchandising

ADVERTISING AGENCIES

Warwick & Legler, New York—Touch nd Glow, Living Curl, Futurama, lip-tick, nail enamel, Silicare, Clean and Clear, nail products, eye makeup, Intinate fragrances, Aquamarine fragrances, Baby Silicare, Satin Set—Erwin Swan, acount supervisor; David Strousse and rederick Swackhamer, account execuives; Pinex—Douglas Morris, account excutive.

Grey Advertising Agency, New York—Jltima, Love Pat, Sun Bath, Moon Drops, reatment products; Top Brass products, i and Dri—Roy Block, account superisor; Jerry Marder, account executive.

Mogul, Williams & Saylor Inc., New York -Knomark Mfg. Co. (Esquire)—Lawrence Veitzner, account executive.

Kastor, Hilton, Chesley, Clifford & Athrton, New York—Spectran-B cold tablets -Richard Seclow, account executive.

Shaller-Rubin Co., New York—Delimine, emicine—Nat Lazar, account executive; sthmaNefrin, VapoNefrin—Seymour Tayor, account executive; ethical products dvertising—Mel Rubin and Milton Shaler, account supervisors.

Jane Trahey Associates, New York—rincess Marcella Borghese cosmetics—ane Trahey, account supervisor; Frankie adwell, account executive.

R. J. Reynolds Tobacco Co.

	1959	1958
Sales	$1,286,855,943	$1,146,558,978
Earnings	90,357,655	78,326,190
Advertising	49,000,000*	44,000,000*

*Estimated by AA

R. J. Reynolds Tobacco Co., Vinston-Salem, N. C., the couny's largest tobacco manufacturer nd the 10th largest advertiser, is stimated by ADVERTISING AGE to ave increased its advertising inestment 11% to $49,000,000 in 959. The additional dollars went nto newspapers and spot tv.

Things continued very much on e upbeat side last year, for R. J. eynolds, which held the first ace sales spot it wrested from merican Tobacco in 1958. Reyolds did it by going over the illion-dollar mark for the third nsecutive year. Net sales were 12.2% in 1959, while earnings se 15.4%.

In the first half of 1960, sales imbed to $679,234,000, up 11.3% er the 1959 first half, while net rnings totalled $49,023,000, up .2%.

The three active cigaret brands the smooth-operating company all did well in 1959, although how well depended on which authoritative sales report one read. Reynolds understandably prefers the *Printers' Ink* figures, which showed Camel still in first place, rather than the *Business Week* report, where Pall Mall was placed first and Camel second. Biggest gains in the Reynolds line have been registered by Winston and the menthol filter, Salem, the topper in its field. Cavalier is not much in evidence any more. Prince Albert still claims first place among smoking tobaccos.

As always, Reynolds, which doesn't go in for the far-out claims, a raft of new brands, or "new, new" familiar brands, appeared to roll along the easy way, funneling all its advertising through a single agency, William Esty Co.

But there are recurrent reports of new brands coming out of the Reynolds stable. As this article went to press the rumors centered around a new kingsize entry to compete with Pall Mall. All queries on the subject drew a "no comment" reaction from Reynolds executives.

■ While some competitors were blasting forth with louder and louder health claims, tar and nicotine tests and surveys "on file with the government," Reynolds marched along with "Winston tastes good—like a cigaret should" and "Smoking more now—but enjoying it less? Change to Camel, a real cigaret."

As a result when the Federal Trade Commission cracked down on health claims in cigaret advertising, Reynolds did not have to worry, since as Chairman Bowman Gray told stockholders: "For many years we have directed the advertising themes on our cigarets toward pleasure, taste and enjoyment."

■ Reynolds held on to first place by spending more for advertising than any of its competitors. Network tv remained the primary medium, but newspaper and spot tv (including syndicated shows as well as spots) were increased. The network budget will be spread over the same number of shows during the coming season, with ten so far in the lineup; but the strategy is being varied with the inclusion of insert-type shows, particularly on ABC, with co-sponsored programs. There are five shows on ABC, three on CBS and two on NBC. Prince Albert stuck by the "Grand Ole Opry" on a limited NBC radio hookup.

From the media competition point of view, newspapers scored the biggest '59 gain with this advertiser.

In October, 1959, F. G. Carter moved up from vp and sales manager to president, succeeding Bowman Gray, who became chairman. Mr. Carter's tenure was a short one. He died of a heart attack in June, 1960, while on vacation in Pennsylvania. Mr. Carter was succeeded by Alexander H. Galloway, who started with the company as an accounting clerk in 1929. Mr. Galloway served as exec vp for about eight months before his elevation to the presidency.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 8,192,351	$ 5,215,711
Magazines	4,843,251	4,438,628
Farm Publications	461,386	401,126
Spot Radio	4,800,000	4,700,000
Network Television	16,123,827	16,002,312
Spot Television	4,252,450	2,434,260
Total Measured	38,673,265	33,191,938
Total Unmeasured	10,326,735	10,808,062
Estimated Total Expenditure	49,000,000	44,000,000

MARKETING PERSONNEL

Sales

W. S. Smith Jr., sales manager
Charles B. Coe, assistant to the sales manager
John S. Benson, assistant to the sales manager
Wayne V. Eller, field sales coordinator
William A. Ogden, display supervisor

Advertising

Howard Gray, advertising manager

ADVERTISING AGENCY

William Esty Co.—Camel, Winston, Salem, Cavalier cigarets, Prince Albert and Carter Hall smoking tobaccos—James J. Houlahan, account supervisor; Thomas D. Luckenbill, Grant M. Thompson, and Samuel H. Northcross, account executives.

Schenley Industries Inc.

	1959†	1958
Sales	$460,038,891	$497,483,381
Earnings	18,085,454	14,270,919
Advertising	25,845,900	29,823,300

†Fiscal year ended Aug. 31, 1959

Schenley Industries, Inc., New York, the nation's 30th largest national advertiser, cut its advertising expenditure 13% to $25,845,900 in 1959.

The company is engaged principally in production, distribution, importation and exportation of a wide line of alcoholic beverages. In recent years, Schenley has diversified its operations via entry into other consumer fields, notably proprietary pharmaceuticals, ethical drugs, home dyes and toiletries. In June, 1960, however, Schenley transferred its interest in its ethical drug division, Schenlabs Pharmaceuticals Inc., to Rexall Drug & Chemical Co. Schenley retained its Tintex & toiletries division, which puts out Tintex home dyes and Tilford fragrances.

Schenley Industries is also active in sales of goods related to the consumer field, such as livestock and poultry feeds, manufacture of barrels and kegs, and supplying industrial rum to food and tobacco industries.

■ Schenley's fiscal year ends Aug. 31. In fiscal 1959, net earnings increased 26% to $18,085,454 on sales of $460,038,891, down 7% from 1958. Schenley said the drop in sales was attributable to absence of profits from Blatz Brewing Co., which Schenley sold in July, 1958. On a comparable basis, Schenley said, sales in 1959 exceeded sales in the preceding year.

Schenley Industries launched 1959 with some major changes in its sales and marketing organization. In January, the company created five sales units, responsible for marketing all of Schenley's domestic and imported whiskies, vodkas, gins, wines and specialty liquors. The divisions, consolidated under the name, Affiliated Distillers Brands Corp., formed the principal marketing arm of Schenley and included Schenley—I. W. Harper Distillers Co.; Melrose Distillers Co.; Park & Tilford—Dant Co.; Schenley Import Co.—Brandy Distillers Co.; and CVA Co.

In January of 1960, however, Schenley consolidated its sales organization further, combining four of its distillery sales units into two. These were Schenley—I. W. Harper Distillers Co. and Park & Tilford Co. All Schenley and Harper brands were merged into the new Schenley-Harper unit, including the distiller's Ancient Age brands. The former Melrose and Dant divisions were also merged into the Park & Tilford Co., while Schenley Import—Brandy Distillers Co., CVA Co. and Schenley International Co. remain unchanged.

■ On the agency front, Schenley in 1959 dropped Batten, Barton, Durstine & Osborn from its agency line-up and shuffled a number of brands among its other agencies. Principal recipient of the Schenley realignment was Doyle Dane Bernbach, which lost two Schenley brands last year (Cream of Kentucky and James E. Pepper), while adding five, Schenley Champion bourbon, Schenley reserve, Sir John Schenley, Schenley OFC and Schenley American Gin. Last June DDB added Schenley's Roma wines, which moved from Norman, Craig & Kummel.

Also in the Schenley agency line-up are Mogul Williams & Saylor, which added one Schenley brand to five already in the shop; Norman, Craig & Kummel, which lost Roma but added Kintore scotch from BBDO and Cream of Kentucky from DDB; W. B. Doner, which continued on all Melrose brands plus some specialty liquors; Kleppner Co., which also handles a number of Schenley brands; and McCann-Erickson, which continued to handle all brands for export advertising, plus other Schenley liquors.

■ Schenley Industries stepped up advertising of all its liquor brands in measured media in 1959. It increased its expenditure in measured media by about $1,500,000, but reported a heavy cutback in unmeasured expenditures, which left a $4,000,000 cut in the total expenditure.

The company made advertising news during the year via announcement in March, '59, that it would emphasize women in advertising its brands. Use of women in liquor advertising had been taboo in the liquor industry until about 1958 and was still a novelty in 1959. For the second straight year, Schenley contributed $1,000,000 to the Bourbon Institute, industry promotional group.

On some of its leading brands,

Ad Clinic #18

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Watch your grammar

SHERATON RESERVES ROOMS QUICK

SHERATON HOTELS

Here's a case of good headline spoiled by just one word.

Should be "quickly" instead of "quick."

We're both wrong. Should be "quickest." Actually, Sheraton makes and confirms hotel reservations anywhere — electronically — in *just 4 seconds* with its wonder machine, *RESERVATRON.* All you do is phone the nearest Sheraton Hotel or reservation office. To show us how this ad pulls, send for free, 104-page booklet that's just chock-full of info on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #18, 470 Atlantic Ave., Boston, Massachusetts.**

FASTEST SELLING SERIES IN SYNDICATION TODAY!

"BEST OF THE POST"

Buyers who know the best are snapping it up... **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno... astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta... and the list of available markets shrinks every day!

Wire today to secure the "best" series—BEST OF THE POST—for your market!

ITC

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

Schenley in 1959 is estimated to have spent as follows: For Schenley Reserve, $1,300,000 in newspapers and $250,000 in magazines; for Ancient Age, $1,000,000 in newspapers and $400,000 in magazines; for I. W. Harper, $300,000 in newspapers and $850,000 in magazines; J. W. Dant brands, $750,000 in newspapers; Old Charter, $400,000 in newspapers and $450,000 in magazines; and for Samovar vodka, $150,000 in newspapers and $100,000 in magazines.

Schenley's expenditures in measured media are estimated to break down this way: newspapers, 57%; magazines, 23%, and outdoor, 12%. This compares with the previous year's 49% in newspapers, 19% in magazines, and 20% in outdoor.

In the table below, measured media figures, supplied to AA by statistical bureaus and associations, differ somewhat from figures reported by Schenley. For the media listed, Schenley includes some advertising in regional, fraternal and business publications not shown here. Such figures have been included here in total unmeasured. The over-all total reported by Schenley is essentially the same as reported below.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 8,693,900	$ 8,896,019
Magazines	3,567,100	3,058,033
Business Publications	726,300	500,000
Network TV	——	——
Spot TV	604,100	85,880
Outdoor	1,781,900	1,283,367
Total Measured	15,373,300	13,823,304
Total Unmeasured	10,472,600	15,999,996
Total Expenditure	25,845,900	29,823,300

SCHENLEY INDUSTRIES INC.

General Management Committee

Lewis S. Rosenstiel, chairman and president
W. Earle Blakeley, exec vp
Ralph T. Heymsfeld, exec vp
Louis B. Nichols, exec vp
Sidney E. Frank, vp

SALES AFFILIATES

SCHENLEY—I. W. HARPER DISTILLERS CO.

MARKETING PERSONNEL

Ernest Feldman, general sales manager
Edwin Parets, advertising director
Stanley Schottland, brand development manager
Alfred Chapman, assistant sales manager

ADVERTISING AGENCIES

Doyle Dane Bernbach Inc., New York—Schenley Champion, Schenley Reserve, Schenley O.F.C., Sir John Schenley, Schenley Smooth American gin, Ancient Age, Old Stagg, Schenley vodka and gin, Certified Bourbon—Sam Frankel, account supervisor; Al Lieberman, senior account executive; Nat Cornfeld, Martin Baker, Jack Lane, account executives.

Kleppner Co., New York—I. W. Harper, Long John Scotch—John Collins, account executive.

Norman, Craig & Kummel, New York—Kintore Scotch, Cream of Kentucky—Marvin Fields, account executive.

McCann-Erickson, New York—Golden Wedding, Ken Griffiths, account executive.

PARK & TILFORD CO.

MARKETING PERSONNEL

William Sederbaum, general sales manager
Sanford Rose, advertising director
Eugene Frank, assistant sales manager
Nathan Magid, assistant sales manager
David Krasner, assistant sales manager

ADVERTISING AGENCIES

McCann-Erickson, New York—Cascade, Echo Spring, Old Charter, Pride of Tennessee—Erwin Ress, account supervisor; Ed Weinlandt and Ken Griffiths, account executives.

W. B. Doner & Co., New York—all Melrose name brands—Sanford Hirschberg, account supervisor; M. Reise, account executive.

Norman, Craig & Kummel, New York—Samovar vodka—Marvin Fields, account executive.

Mogul, Williams & Saylor, New York—Park & Tilford name brands, Kentucky Bred, Scottish Majesty, James E. Pepper—Ed Klein, account supervisor; Charles Rabkin, account executive.

Kleppner Co., New York—Belmont, J. W. Dant brands, Old Quaker, Olde Bourbon, Three Feathers, Sam Thompson, Charcoal Perfected—Spencer Weil, account executive.

CVA CO.

MARKETING PERSONNEL

Leonard Michelson, national sales manager
Ken Pearson, advertising director

ADVERTISING AGENCY

Doyle Dane Bernbach Inc., New York—Cresta Blanca and Roma wines—Sam Frankel, account supervisor; Martin Baker, account executive.

SCHENLEY INTERNATIONAL CO.

MARKETING PERSONNEL

George R. Gilbert, president
George Sutton, advertising manager

ADVERTISING AGENCY

McCann-Erickson, New York—all brands—Ken Griffiths, account executive.

SCHENLEY IMPORT—DANT DISTILLERS CO.

MARKETING PERSONNEL

Theodore Gommi, president
Lawrence Yaffa, vice president
Bernard Goldberg, advertising director

ADVERTISING AGENCIES

Kleppner Co., New York—Bertolli and Calvet wines, Cherry Heering, Canadian Royal Club, Cook's champagne, Dewar's scotch, Dubonnet wines, Lanson champagne, and MacNaughton's Canadian whisky—Leon Balsam, account executive.

Norman, Craig & Kummel, New York—Coronet brandy, DuBouchett cordials—G. Bissinger, account supervisor; Marvin Fields, account executive.

W. B. Doner & Co., New York—Marie Brizard cordials, Rum Carioca, Otard cognac—Sanford Hirschberg, account supervisor; M. Riese, account executive.

P&T—TINTEX & NOREX LABS INC.

MARKETING PERSONNEL

Donald J. Hamilton, president and general manager

ADVERTISING AGENCY

Grey Advertising, New York—Amitone, antacid tablets, Tintex fabric dyes—George DePue, account supervisor; Fred Tobey and Tom Armstrong, account executives.

Jos. Schlitz Brewing Co.

	1959	1958
Sales*	$249,000,000	$250,000,000
Advertising*	15,500,000	13,350,000

*Estimated by AA

Jos. Schlitz Brewing Co., Milwaukee, the 54th largest national advertiser, increased its advertising 15% to an estimated $15,500,000 in 1959 while partly checking a decline in sales of the past two years.

It was the second successive year that sales fell off, although the drop was much less than in the preceding year. Sales dipped to 5,860,000 bbls. in 1959 from 5,875,000 in 1958, following a sharper drop from 6,023,000 bbls. in 1957—the year Schlitz lost its leadership in the brewing industry to Anheuser-Busch and dropped to second place.

Schlitz remains in second place, although Anheuser-Busch has widened its lead rapidly and third-place Falstaff has moved up strongly in the past two years.

True
Milwaukee
beer
flavor
Old
Milwaukee
BEER

NEW PUSH—*Full-color r.o.p. ad is part of 1960 campaign for Jos. Schlitz Brewing Co.'s Old Milwaukee popular price beer. Distribution was expanded last spring into Virginia and Florida, after introduction last year in Michigan and southern Illinois, backed by a $2,000,000 promotion.*

■ Last year, as industry sales rose 3.8% to a record 87,622,845 bbls., Schlitz' share of market dropped to 6.7% from 7% in 1958, while Anheuser-Busch climbed to 9.2% from 8.3% and Falstaff to 5.5% from 5.4%.

Schlitz is a closely held private company, with all stock held by the Uihlein family, descendants of the founder, so that sales and profit figures are not available. On the basis of barrel figures, however, total sales of the company are estimated at approximately $250,000,000, or a little less, down slightly from 1958 and down substantially from an estimated $265,000,000 in 1957.

■ In January, 1959, the company tried to brighten its sales picture by introducing Old Milwaukee popular-price beer in Michigan, and soon thereafter in southern Illinois. Somewhere near $2,000,000 was believed put in the promotion pot for Old Milwaukee in 1959, most of it in Michigan. Thus, probably all of the company's increased ad expenditure in 1959 was for Old Milwaukee.

The brand, with which the company hoped to capitalize on the trend toward popular price beer in recent years, had tough sledding at first. But Schlitz in 1960 went ahead with expansion plans, introducing Old Milwaukee last spring in the Richmond, Va., and Tampa, Fla., and Dallas, Texas areas.

While Old Milwaukee is not a new brand—Schlitz has produced a beer under that brand in limited quantities since 1934—it is a new beer, with what the brewer is promoting as "true Milwaukee beer flavor." Gordon Best Co., Chicago, is the agency for Old Milwaukee. It took over the account from Grant Advertising last February.

About 50% of billings for Old Milwaukee are in spot tv. Introductory campaigns include full-color r.o.p. in newspapers. The advertising also includes outdoor and 150 or 200 radio spots weekly. Some painted bulletins are used, where 24-sheets are not available.

■ Schlitz premium beer probably continued as the No. 1 brand in sales in 1958 even as Anheuser-Busch moved farther ahead as No. 1 brewer with its multiple brands. But in 1959 Schlitz beer clearly dropped to the No. 2 spot behind Anheuser-Busch's front-running Budweiser. Last year Schlitz premium sales slipped while Budweiser showed an increase.

A highlight of 1959 for Schlitz was increased capacity in the Southeast. The company completed a new $20,000,000 plant in Tampa in February, 1959, with a 1,000,000-bbl. capacity. It is Schlitz' fifth brewery. Others are located in Milwaukee, Brooklyn, Kansas City and Van Nuys, Cal.

■ The boost in the Milwaukee brewer's advertising expenditure in 1959 put the estimated total back at about the same level as 1957. Most of the increase came in spot radio, where the investment was tripled to $2,170,000, and magazines, where the sum was doubled to $1,991,886. Network tv and newspaper expenditures were cut in half—to $1,410,407 and $295,724, respectively.

The company stayed with the "Know the real joy of good living . . . Move up to Schlitz" theme, which it has used since it abandoned the Schlitzwords gambit of 1957. Otherwise, there was little change in media or copy strategy. In network tv Schlitz added the "Markham" show with Ray Milland on 130 CBS stations. This year a new Schlitz program was the CBS "Sunday Sports Spectacular," a 90-minute look at leading sports activities, presented Sunday afternoons from Jan. 3 to April 10. The company also sponsored tv and radio broadcasts of the "Triple Crown" of horse racing last spring—the Kentucky Derby, Preakness and Belmont Stakes.

No wear!
No wash!
No work!
Scott Paper

IRRESISTIBLE—*B&w spread in The Saturday Evening Post last June is typical of approach Scott Paper Co. is taking in its family-of-brands campaign. In these days of intense competition among individual brands, such product-group marketing strategy is rare.*

On the personnel side, Schlitz hired away one of the "inner circle" marketing executives of its chief competitor last September when Fred R. Haviland Jr., former director of business planning at Anheuser-Busch, was appointed director of market development, a new post, at Schlitz. Mr. Haviland had been a member of Anheuser's policymaking marketing committee.

Last Jan. 6, Patrick H. Gorman was named director of advertising for Schlitz, succeeding Joseph M. McMahon. Mr. Gorman thus became Schlitz' fifth advertising director in nine years (others include Theodore Rosenak, now exec vp of Pabst Brewing Co., and John Toigo, now a marketing consultant). Mr. Gorman came from Bryan Houston Inc., New York, where he was vp and director of marketing until the merger with Fletcher, Richards, Calkins and Holden.

Later this year Roy J. Bernier was named regional brands advertising manager (for Old Milwaukee).

Some reorganization and decentralization of advertising operations appears to be going on at Schlitz. Trade sources reported that the brewer is in the process of hiring three new regional advertising managers, and that a well-known management consultant firm has been seeking candidates. Schlitz declined to confirm or deny it. Such decentralization suggests similarity to the advertising operation of Carling Brewing Co., which has seven regional advertising managers, each serving a sales territory and reporting to a central advertising director.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 295,724	$ 665,793
Magazines	1,991,886	860,375
Network Television	1,410,407	2,724,378
Spot Television*	2,175,520	2,030,160
Spot Radio	2,710,000	900,000
Outdoor	1,913,614	1,712,466
Total Measured	10,497,151	8,893,172
Total Unmeasured	5,002,849	4,456,828
Estimated Total Expenditure	15,500,000	13,350,000

*Includes $325,370 for distributors in 1959 and $257,000 in 1958.

MARKETING PERSONNEL

Sales

Robert A. Uihlein Jr, exec vp
Richard H. Macalister, general sales manager
Chester B. Margerum, regional brands sales manager

Market Planning

Fred R. Haviland, director of market planning

Advertising

P. H. Gorman, director of advertising
Francis L. Smawley, national advertising manager
R. A. Martin, manager of regional advertising, Schlitz
Roy J. Bernier, regional brands advertising manager
Sanford J. Shaw, coordinator of field advertising
Loriena Warren, media manager

Merchandising

Herbert E. Palaith, director of merchandising
Ralph Gibson, regional brands merchandising manager

ADVERTISING AGENCIES

J. Walter Thompson Co., Chicago—John Morrissey, account supervisor—Schlitz beer.

Gordon Best Co., Chicago—Anthony J. Hebel, account supervisor—Old Milwaukee.

Gotham-Vladimir Inc., New York—export advertising.

Majestic Advertising, Milwaukee—painted bulletins, Kansas City Athletics.

Barkin, Herman & Associates, Milwaukee, public relations counsel.

Scott Paper Co.

	1959	1958
Sales	$297,159,550	$285,004,000
Earnings	24,795,070	22,114,465
Advertising	10,700,000*	8,800,000*

*Estimated by AA

Scott Paper Co., Chester, Pa the nation's largest manufacture of toilet tissues and paper towel and the 73rd largest advertiser is estimated by ADVERTISING AG to have boosted advertising expenditures about 21% to $10,700,000 in 1959.

The increase, which accompanied a flurry of new product and packages, went to networ and spot television and to magazines. The company's current advertising level is running close t the 1959 figure.

■ Net sales in 1959 rose 4.3% to record $297,159,550. The earning gain was even more impressive—hike of 12.1% to $24,795,070.

The pace continued in 196 Sales for the first half increase to $157,863,947 from $146,613,27 in the 1959 first half. Net incom rose to $13,401,935 from $11,892,22 in the previous first half.

Scott maintained its lead in th increasingly competitive househol paper market. The company rank first in the sale of toilet tissues, paper towels and wax paper; it is als a principal producer of facial tissues, paper napkins and industria paper products.

Its marketing pattern last yea called for a more balanced advertising program, with nighttim tv—"Father Knows Best" (CBS supplemented by CBS daytim shows and spots in selected mar kets and a heavier magazin schedule to back up the television advertising.

■ An all-brand approach was introduced into the advertising cam paign. Print ads featuring all c Scott's family of consumer products were developed on a te basis and then given major play This series, built around famil oriented situations, was aimed directly at women.

The company's advertising focused on new products and packaging. In March, 1959, a national drive broke for the Scott family napkins; Cut-Rite sandwich bags went into test markets and were introduced nationally in the fall; in December, Scotkins dinner napkins came out in a bright new package. The new "super-absorbent" ScotTowels made a big splash in the spring of 1960 when one of them was literally inserted as a revolutionary, realistic ad in *The Saturday Evening Post*. Early this year, a new sanitary napkin, Confidets, went into test markets backed up by an ad campaign placed through Compton Advertising, a new agency for Scott Paper Co. Wonder Wrap now is being tested.

The industrial products group was busy with 1959 developments of its own. Among the new products which went into test market operations during the year: paper cups, all-plastic cups and all-kraft windshield wipers. There were limited tests on bath towels, shampoo capes and pillow cases for the industrial market. ScottFoam a polyester foam product, which is useful in air-conditioning and in clothing, was supported by trade and consumer promotion.

■ The line of industrial, speciality and printing papers, marketed through the Hollingsworth & Whitney division, was expanded. Expanda-Kraft, a paper offered for bags and other packaging, was test marketed.

Big news internationally for Scott in 1959 was its participation in three new enterprises in Europe, South America and Australia. Scott's affiliate, Bowater-Scott Corp., Ltd. in England joined with Papeteries de Belgique in setting up a new Belgium company, Bowater Scott Continental, S. A., to make household paper products for sale in common market countries. Scott de Colombia, S. A., Medellin, Colombia, jointly owned with Colombian interests, is Scott's first South American venture. The company and Bowater Paper Corp. Ltd. own Bowater-Scott Australia Pty., Ltd., located outside Melbourne.

■ Highlighting the year's personnel changes was the advancement of Thomas B. McCabe Jr. from ad director to the new post of director of marketing services. He was named to coordinate the activities of five major marketing departments headed by Raymond Girvin, Burt Roens, James Stocker, Richard Dingfelder and Gordon A. Hughes.

Last June Mr. McCabe announced that the company had retained Albert Frey, president-elect of the American Marketing Assn., to conduct a study into the scope needed for a proposed new "Institute for Science in Marketing" which Scott believes is needed for development of new marketing techniques for industry.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 419,165	$ 893,119
Magazines	2,454,769	1,137,322
Business Publications	137,100	200,000
Network Television	4,100,596	3,418,096
Spot Television	1,011,750	488,270
Outdoor	195,775	369,000
Total Measured	8,319,155	6,505,807
Total Unmeasured	2,380,845	2,294,193
Estimated Total Expenditure	10,700,000	8,800,000

MARKETING PERSONNEL

Sales Group

- . F. Dunning, vp, retail marketing
- G. W. Pepper, vp, industrial marketing
- . George Breitling, national sales manager—industrial packaged products
- Paul Brown, director retail sales
- . E. Corr, sales manager, Dura-Weve division
- . B. Cowie, general sales manager, Hollingsworth & Whitney division
- W. J. Davis, sales manager, ScottFoam division
- G. N. Hartwell, sales manager, vending cup division

Marketing Services Group

- T. B. McCabe Jr., director of marketing services
- R. B. Dingfelder, market development manager
- R. C. Morrow Jr., J. V. Ridley Jr., D. T. Scott, C. G. Ward Jr. and W. S. Wesson, project coordinators
- R. J. Girvin, retail marketing manager
- Product managers—J. A. G. Beales, Confidets; J. J. Herb, Soft-Weve and Scotkins; J. C. Hirst, Scotties and ScotTowels; J B. McInerney, Waldorf tissue and Scott Family napkins; M. E. McKay, ScotTissue; G. L. Wahls, Cut-Rite and Wonder Wrap
- G. A. Hughes, marketing research manager
- B. B. Roens, industrial marketing manager, Dura-Weve
- Product managers—T. B. Furman, merchant cups and ScottFoam; R. A. Conover, Hollingsworth & Whitney division, and J. F. Seyferth, industrial packaged products
- J. D. Stocker Jr., advertising manager
- O. Bonner, packaging
- A. H. Chell, advertising production
- F. W. Schoditsch, product publicity
- M. West, media
- W. R. Wing, promotion
- H. L. Peterson, advertising materials

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—retail products—Garrit A. Lydecker, account supervisor; James De Wolfe, assistant account supervisor, and Robert Berry, Tom Fucigna, Ross Thompkins, Tom Wood and Sam Wolf, account executives.

Ketchum, MacLeod & Grove, Pittsburgh—industrial products and Hollingsworth & Whitney division and ScottFoam industrial applications—Waring G. Smith, account supervisor, and John Humphrey, account executive.

Compton Advertising, New York—Confidets—Cresson Pugh, account supervisor, and J. Stacy Stevens, account executive.

Ehrlich, Neuwirth & Sobo, New York—ScottFoam textile applications—Norman Waterman, account supervisor.

Seven-Up Co.

	1959	1958
Sales	$11,000,000*	$10,000,000*
Advertising	8,657,070	7,848,050

*Estimated by AA

Seven-Up Co., St. Louis, the nation's 84th largest advertiser, boosted its advertising expenditure 10% to $8,657,070 in 1959.

Sales in 1959 were estimated by ADVERTISING AGE at $11,000,000, a 10% gain over the previous year's revised total of $10,000,000. Last year AA estimated the soft drink company's sales at $15,000,000 but has since learned this figure was high.

The sales figure is low in comparision with other soft drink manufacturers because the company neither makes the syrup nor does the bottling. It sells the extract to franchised bottlers, who make the syrup and do the bottling.

■ The 7-Up business is conducted through 500 independent franchised 7-Up bottling companies in the U. S., called 7-Up Developers. The company sells 7-Up extract and point of purchase advertising materials to the Developers and conducts the national advertising program. This is supplemented by local media paid for by the 7-Up Developers.

In 1959 Seven-Up authorized its franchised bottlers to use the new 12-oz. flat-top cans, and in 1960, to bottle 10-oz. and 16-oz. 7-Up in returnable bottles. The company also authorized its bottlers to bottle 12-oz., 16-oz. and 28-oz. 7-Up in non-returnable bottles. The cans, bottle sizes, and pre-mix 7-Up, are optional with 7-Up Developers.

Holiday sales play a big part in the company's promotion plans. Pre-mix 7-Up, used in fountain or bar outlets and vending machines, is being expanded in many markets.

■ Seven-Up, third in sales behind Coca-Cola and Pepsi Cola, has between 12% and 15% of the market. In the 30 years 7-Up has been marketed nationally, sales have increased yearly, with the exception of a 1% decrease in 1954.

The company was first incorporated in 1920 under the name Howdy Co., which manufactured the orange drink, "Howdy," during the '20s. In 1929 Howdy introduced 7-Up. By 1935, 7-Up had such a great share of the company's profits, Howdy changed its name to the Seven-Up Co.

Seven-Up now has distribution in 50 foreign countries, as well as the U. S. and Canada. The company entered the Italian market in March and 7-Up is now bottled in Milan and Turin and has limited distribution in Genoa. Distribution is expected in Rome soon. Distribution for the foreign markets is handled through two subsidiaries, Seven-Up Export Corp. and Dominion Seven-Up Co.

First of the two tables, shown below, list advertising expenditures as reported by the Seven-Up Co. The second table includes media expenditures, as computed by various statistical bureaus and associations.

ADVERTISING EXPENDITURES

	1959
Newspapers	$ 102,900
Magazines	2,222,700
Network Television	3,222,200
Spot Television	273,100
Spot Radio	424,100
Outdoor	741,500
Other	1,670,576
Total Expenditure	8,657,070

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 401,971	$ 155,938
Magazines	2,056,783	2,051,866
Farm Publications	90,000	——
Business Publications	18,500	——
Network Television	1,419,930	2,584,138
Spot Television	507,770*	266,800
Outdoor	809,034	700,346
Total Measured	5,303,988	5,759,088
Total Unmeasured	3,353,082	2,088,962
Estimated Total Expenditure	8,657,070	7,848,050

*Spot tv is listed as 7-Up Co. Bottlers.

MARKETING PERSONNEL

Sales

- Ben H. Wells, vp, sales and advertising
- D. J. O'Connell, sales manager
- William Winter, sales promotion manager
- John Costello, sales coordinator
- Robert Britton, sales training manager
- Norman Murray, national vender sales
- Jos. Schaack, national accounts
- John D. O'Shea, regional sales manager, New York
- John Costello, regional sales manager, St. Louis
- E. J. Cunningham, regional sales manager, San Francisco
- Wesley Hill, regional sales manager, St. Louis.
- Kenneth Little, regional sales manager, Lawton, Okla.
- Herschel Hogan, regional sales manager, Memphis
- Melvin G. Smith, regional sales manager, Bridgeport, Pa.

Advertising

- Joe M. Thul, advertising manager
- Orville Roesch, assistant advertising manager, St. Louis
- Robert Nuttman, advertising comptroller, St. Louis
- Ed Berg, advertising production, St. Louis
- William Hebron, advertising production, St. Louis

ADVERTISING AGENCY

J. Walter Thompson, Chicago—Theodore P. Jardine, account supervisor; Malcolm Sullivan, Winfield Holden and John Lochridge, account executives.

Shell Oil Co.

	1959	1958
Sales	$1,819,954,000	$1,674,132,000
Earnings	147,417,592	128,582,792
Advertising	15,270,000	16,241,130

Shell Oil Co., New York, the 57th largest national advertiser, cut its advertising 5% but increased sales 9% (mainly through boosts in refined product and chemical sales) and improved net income 15% in 1959.

The improvement in net, said the company, "reflects the recovery in business conditions which began to be felt late in 1958 and which carried through 1959 in spite of a number of strikes in various industries, notably the steel industry."

Shell said that marketing competition "has been very intense and, as far as we can see, is likely to continue so. We look to an increase in demand for refined products of around 4% in 1960, and every effort will be made to maintain our market position, bearing in mind always that profit, not simply volume, is our objective."

■ Shell Chemical Corp. and Shell Development Co. were merged into the Shell Oil Co. last Dec. 31. These two units, however, continue to function with the same operating autonomy as before. They are now known as Shell Chemical Co. and Shell Development Co., divisions of Shell Oil Co.

Shell, the sixth largest oil company in the U.S., reported that combined sales of automotive and aviation gasoline were up 4.4% in 1959, and that automotive gasoline sales through its fee owned and leased service stations were up 7%—"which, considering the intense competition, was very reassuring." At the same time, sales of turbine fuel were ahead of 1958 by almost 75%, "an indication of the very rapid growth in the use of jet aircraft." Sales of aviation gasoline were up 7% for a peacetime record. Shell thus continued to be the leading supplier of fuels to domestic airlines.

■ Shell's program of retail outlet development and its improvement of existing service stations was continued. New units were added in growing urban and suburban areas, while low volume or substandard units continued to be eliminated or replaced. "The success of this long-term policy," said Shell, "is indicated by the fact that our average sales per outlet have more than doubled over the past ten years." To add impact to this program, the company has increased its stress on dealer training, station personnel recruitment, and merchandising and sales promotion techniques.

Shell, which had been with the J. Walter Thompson Co. for 31

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

OUR
CLIENTS
ARE
TOPS! Gardner Displays
serves an impressive number of the
100 top advertisers listed in this
issue of Advertising Age:

- Aluminum Co. of America
- American Cyanamid Co.
- American Tobacco Co.
- Brown & Williamson Tobacco Corp.
- Chrysler Corp.
- Coca-Cola Co.
- Distillers Corp.—Seagrams Ltd.
- Eastman Kodak Co.
- E. I. duPont de Nemours & Co.
- Firestone Tire & Rubber Co.
- Ford Motor Co.
- General Electric Co.
- General Motors Corp.
- B. F. Goodrich Co.
- Goodyear Tire & Rubber Co.
- Gulf Oil Corp.
- H. J. Heinz Co.
- Johnson & Johnson
- Kimberly-Clark Corp.
- Nestle Co.
- Ralston Purina Co.
- Scott Paper Co.
- Standard Oil Co. (New Jersey)
- Union Carbide Corp.
- U.S. Steel Corp.
- Westinghouse Electric Corp.

We can't help beaming over the fact that so many of the country's top advertisers are Gardner Displays clients. We feel that distinguished company like this is the best recommendation we could have.

Gardner's complete PLANNED IMPACT programming is used by many of these exhibitors. PLANNED IMPACT is the Gardner principle of plan-ahead programming for multiple use of exhibits . . . integrating all exhibits for smooth, efficient showing to the greatest potential audience at the least expense. Often a major exhibit can be designed in modules which can be used as separate, complete displays for smaller showings without weakening the effect of the original exhibit, and at the same time will stretch the exhibit budget greatly.

Whether you need a single display or a complete PLANNED IMPACT program, we will welcome the chance to show you how Gardner Displays can boost the effectiveness of your exhibits.

GARDNER DISPLAYS
"FIRST NAME IN EXHIBIT SERVICES"

PITTSBURGH 13, PA.
477 Melwood Ave.,
MAyflower 1-9443

CHICAGO 8, ILL.
1937 W. Hastings St.,
TAylor 9-6600

PHILADELPHIA 10, PA.
830 Land Title Bldg.,
LOcust 8-5395

DETROIT, MICH.
Box 142, Birmingham, Mich.,
LIncoln 4-2030

NEW YORK 17, N.Y.
41 E. 42nd St.,
MUrrayhill 7-2621

years, announced last June that it would move to Ogilvy, Benson & Mather, effective next Dec. 1. At the same time, JWT retained the Shell Chemical business—worth about $1,000,000 in billings—while Shell's institutional account continued with Kenyon & Eckhardt.

The advertising expenditures reported by the company for network and spot tv differed considerably from those reported by the Publishers Information Bureau. The company reported that it spent $321,937 on network tv (PIB reported $112,185) and $2,451,710 on spot tv (PIB reported $2,553,850).

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 2,566,606	$ 2,465,433
Magazines	1,093,547	1,491,608
Farm Publications	127,605	204,913
Business Publications	427,500*	325,000
Spot Radio	1,500,000	1,700,000
Network Television	112,185	2,672
Spot Television	2,553,850**	3,323,630
Outdoor	3,282,063	3,227,880
Total Measured	11,663,356	12,741,136
Total Unmeasured	3,606,644	3,500,000
Total Expenditure	15,270,000	16,241,130

*$300,000 for Shell Oil and $127,500 for subsidiary, Shell Chemical.
**Includes $102,140 for distributors.

MARKETING PERSONNEL

J. G. Jordan, marketing vp
J. L. Wadlow, marketing vp, east coast divisions, New York
P. C. Thomas, marketing vp, midwest divisions, Chicago
Selwyn Eddy, marketing vp, west coast divisions, San Francisco

Advertising & Merchandising

C. F. Martineau, manager sales promotion and advertising
Don C. Marschner, manager of consumer research
J. Davidge, manager of sales promotion division
G. G. Biggar, vp, public relations

SHELL CHEMICAL CO.
New York

Marketing Personnel

V. C. Irving, sales manager, ammonia division
J. J. Lawler, sales manager, agricultural chemicals division
K. R. Fitzsimmons, marketing manager, industrial chemicals division
W. C. Lowrey, marketing manager, plastics & resins division
J. E. Toevs, sales manager, synthetic rubber division

Advertising

Mert H. Keel, advertising manager

ADVERTISING AGENCIES

Ogilvy, Benson & Mather—product advertising for Super Shell and Shell gasolines, Shell X-100 motor oil, Golden Shell motor oil, Shell industrial lubricants, fuel oils, aviation and chemical products, etc.—Esty Stowall, management supervisor.

J. Walter Thompson Co.—Shell Chemical advertising.

Kenyon & Eckhardt—institutional advertising—Victor Armstrong, account supervisor.

Jones, Brakeley & Rockwell—industrial products, press relations and related advertising; Epon resins.

Sinclair Oil Corp.

	1959	1958
Sales	$1,232,214,492	$1,190,376,964
Earnings	45,526,380	49,472,613
Advertising	4,900,000	5,661,200*

*Estimated by AA

Sinclair Oil Corp., New York, is the 99th largest national advertiser, investing an estimated $7,700,000 in advertising last year.

Of this total, Sinclair Refining Co., the principal marketing arm of the corporation, billed about $4,500,000 in measured media. The other principal marketing subsidiary, Richfield Oil Corp., New York, bills an estimated 450,000, which is down quite a bit in view of the general brake on activity in the petroleum industry last year. Richfield operates through about 2,000 independent distributors on the eastern seaboard, from Maine to Florida.

Sinclair's investment in advertising was roughly the same as in 1958, when the company was not ranked among the top 100 (although it was in the list in 1956).

All Sinclair advertising is in the hands of Geyer, Morey, Madden & Ballard, New York, which is headed by Sylvester M. Morey, who once served as ad manager for Sinclair Refining for 11 years. GMM&B was formed Jan. 1, 1959, with the merger of Geyer Advertising and Morey, Humm & Warwick, which had had the Sinclair account since 1940.

LOVE—*Commercials with animated cars that "love Shell" were part of a $2,500,000 spot tv campaign by Shell Oil Co. in 1959. They were done by J. Walter Thompson Co., which lost the account to Ogilvy, Benson & Mather Dec. 1.*

■ Sinclair appeared to have an average year in advertising. Power-X premium gasoline got most of the admen's attention. It hit the market in March, 1959, backed by a four-media push. Ads were placed in 201 newspapers in 135 cities, and spot radio announcements were used on 400 stations in 200 cities. The campaign was augmented by 2,500 outdoor displays, and color pages in *Ebony, Life* and *Sports Afield.*

Outdoor postings were featured for four months last year, and in June and July this year a spring contest was promoted in newspapers and radio.

Sinclair's biggest promotion this year will be a quarter-sponsorship of 17 telecasts of games of the new professional American Football League on the ABC-TV. The 1960 tv schedule, which starts Sept. 11, will include 15 Sunday games.

Richfield, which displays a Richfield eagle symbol (while the parent organization plugs its own dinosaur), used mostly outdoor, with stress on 24-sheet posters.

■ Sinclair's sales last year increased 3.6% from the 1958 level to a record high of $1,232,214,492, mainly as a result of the modernizing and reorganization of the marketing department. A new Sinclair trademark was introduced—"a development that will have its greatest impact in the future"—as part of a broad "unity of design" program for modernizing the appearance of all Sinclair facilities. The trademark was presented nationally on the company's special November, 1959, tv spectacular, "Music from Shubert Alley."

But despite this and other sales-prodding measures, such as a concentrated dealer-education program which was carried from June to November, and the construction of new service stations, 1959 "was not a happy one for the petroleum industry," Sinclair reported.

The first half of 1960 has shown no improvement, with income dropping to $21,937,638, down by $4,657,036 from the 1959 first half. Sales and other income were down slightly to $622,960,225 from $627,617,361 in the previous first half. Product sales, however, rose 1.1% above the 1959 period to 3,604,000,000 gallons, a record for any half year.

Sinclair claimed there was no mystery about the cause of the ills that beset the industry. In the first place, refined products are in oversupply and prices low. On the whole, wholesale prices at year's end were at almost the lowest level reached in four years.

Sinclair blamed this on the failure of the industry to gear its refining operations to sales demand. Unseasonably warm weather in its main sales areas for heating oil also contributed to Sinclair's problems.

■ But Sinclair's chief gripe was a federal restriction on the import of crude oil and petroleum into the U. S., as a result of which Sinclair has been compelled to cut its oil production in Venezuela by 22%. The company's chairman and chief executive, P. C. Spencer, reported:

"Sinclair has developed its Venezuelan reserves at great cost over a period of years for the purpose of supplementing the crude supply of its Marcus Hook, Pa., refinery. Refining units at this plant have been specially designed to process Venezuelan crude, and Sinclair tankers have been geared to its transportation. Hence the government's current import restriction program has had an unfortunate impact upon the company's operations."

Sinclair petitioned the Oil Imports Appeal Board last February for relief from this "inequitable and unfair allocation of petroleum imports." Vice-chairman James E. Dyer told the Appeal Board: "We do not contend that Sinclair is the sole industry sufferer from these regulations, but we do take the position that . . . no other company has suffered as extensively and in every respect as Sinclair has."

■ Sinclair was not relying on an expected hike in prices to improve its earnings. On the contrary, the company was cutting costs and expenses throughout its organization, and hoped to see results shortly.

■ In its 45th year, the Sinclair organization is, on the basis of assets, the nation's ninth largest oil company and 16th largest industrial company.

Sinclair is one of the most widely-owned companies in the U. S., having almost 120,000 stockholders. There are about five stockholders for every employe.

At the end of 1959 Sinclair had 9,711 net producing oil and gas wells in the U. S. and Canada. Its wholly and partly-owned pipelines would encircle the earth: the crude system measures 14,800 miles and the products system 10,000 miles. Six modern domestic refineries manufacture 1,200 petroleum and petrochemical materials.

■ Sinclair is the largest supplier of petroleum products to the nation's railroads, and sells 45% of the lubricants used by the country's scheduled passenger air lines. The Sinclair fleet of 21 owned and chartered tankers can carry more than 170,000,000 gallons, equal to the U. S.'s daily gasoline consumption.

The company claims to have produced the first patented anti-rust gasoline, the platinum catalyst most widely used in making high octane gasolines, and the lubricant used in America's satellite-launching rockets. In the chemical field, Sinclair is the largest producer of a petrochemical called paraxylene, the basic raw material for several synthetic fibers. Sinclair was also the first domestic commercial producer of high-purity propylene, the principal ingredient of the new plastic polypropylene.

The company produces crude oil and natural gas in 15 states, including offshore Louisiana, in three Canadian provinces and in three Venezuelan states. Sinclair products are marketed in 42 states, while products from the Venezuelan refinery are sold mainly in wholesale markets.

■ Because of "conditions beyond the company's control"—oversupply, low prices and the cut in Venezuelan production—Sinclair's crude oil production declined for the first time in nine years. Production was down 5% to 177,359 barrels daily, which was nevertheless second only to the record total of 187,408 barrels daily in 1958.

Last year was Sinclair's greatest year in petrochemicals. Sales were double those of 1958. The company became the world's largest producer and marketer of paraxylene, a basic raw material for fibers. But true to custom in this intensely competitive industry, Sinclair has not released specific figures.

Sinclair's estimated advertising expenditures, notably in spot radio, differ from the estimates provided by AA's usual sources. Statistical bureau estimates available to AA indicate an investment of $2,500,000 in spot radio in 1959, but Sinclair's own official figure is $1,000,000.

Sinclair officially estimates its unmeasured advertising at $900,000, which is below the unofficial estimates listed for 1958. The company points out that it does not include the cost of road maps and brochures in the following table.

ADVERTISING EXPENDITURES*

	1959
Newspapers	$ 1,125,000
Magazines	430,000
Business Publications	400,000
Farm Publications	100,000
Spot Radio	1,000,000
Network Television	125,000
Spot Television	170,000
Outdoor	650,000
Subtotal	4,000,000
Other Advertising	900,000
Estimated Total Expenditure	4,900,000

*Estimated by the company.

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$ 1,026,169	$ 230,518
Magazines	478,946	419,178
Business Publications	650,800	631,800
Farm Publications	108,023	130,681
Spot Radio	2,500,000†	2,200,000
Network Television	127,050	——
Spot Television	230,060	118,770
Outdoor	546,266	631,272
Total Measured	5,685,314†	4,361,219
Total Unmeasured	900,000	1,300,000
Estimated Total Expenditure	6,585,314	5,661,200

*Includes measured media figures obtained from various statistical bureaus and associations.
†Since Sinclair Oil Corp. reported that its 1959 expenditure on spot radio was $1,000,000, not $2,500,000 as reported by the Radio Advertising Bureau, both the spot radio total and the "total measured" figure in this table should be adjusted downward by $1,500,000 to arrive at the estimated over-all expenditure of $4,900,000.

MARKETING PERSONNEL

L. H. Hoar, vp and director of marketing

Sales

R. H. Askin, sales promotion manager
L. D. Hines, export manager
E. J. Bassett, general sales manager
B. P. Mackenzie, eastern sales manager
H. H. Young, western sales manager
W. R. Kelly, retail sales manager

Advertising

Reynolds Girdler, director of advertising and public relations
James J. Delaney, advertising manager

ADVERTISING AGENCY

Geyer, Morey, Madden & Ballard, New York—Sylvester M. Morey, management supervisor; Richard J. Farricker, account supervisor; Stanley F. Ellsworth, account executive, advertising; Edward J. Heaney, account executive, sales promotion.

RICHFIELD OIL CORP. OF NEW YORK

MARKETING PERSONNEL

Sales

Ralph Glock, vp and sales manager

Marketing

G. A. Hernandez, manager of marketing operations

Advertising

Ben N. Pollak, advertising and sales promotion manager
Frank Keegan, assistant advertising and sales promotion manager

ADVERTISING AGENCY

Geyer, Morey, Madden & Ballard, New York—Sylvester M. Morey, management supervisor; Richard J. Farricker, account supervisor; Lewis Angelos, account executive.

Sperry Rand Corp.

	1959†	1958
Sales	$1,173,050,913	$989,601,559
Earnings	37,235,823	27,644,092
Advertising	22,300,000	19,770,000

†Fiscal year ended March 31, 1960

Sperry Rand Corp., the 38th largest national advertiser, boosted its advertising expenditure 13% to $22,300,000 in 1959, as sales and earnings showed even bigger increases.

Consolidated sales in the fiscal year ended last March 31 exceeded $1 billion for the first time and were up 19% over the previous year. At the same time, net income for the period climbed to $37,235,823, up 35% over the previous year.

Sales by major product groups during the year were as follows (parenthesis indicates percentage for previous year): Instrumentation and controls, 50% (46%); business machines, equipment and supplies, 28% (28%); and hydraulics, farm equipment and other products, 22% (26%).

By principal customer categories, Sperry Rand's sales in 1959 went like this: U.S. government defense contracts, 52%; sales of commercial products to domestic customers, 30%; and sales of all international operations, 18%.

■ The principal consumer operation of Sperry Rand is Remington Rand division, New York, which makes and markets electric shavers, standard and portable typewriters, business machine supplies, adding and calculating machines, and electronic computer systems.

In 1959, following a change in top management started the previous year, the division underwent a large-scale reorganization along product lines that extended into 1960. This included establishment of a Univac division, systems division, office machines and supplies division and a portable typewriter division.

As part of its general overhaul, Remington Rand early in 1960 appointed Compton Advertising to handle portable typewriters and Fuller & Smith & Ross to handle its Univac account. Both accounts were formally with Gardner Advertising, which was reappointed agency for the company's standard office typewriters and for adding and calculating machines. The company retained Young & Rubicam, which handles electric shaver advertising. Robert Otto & Co. handles international advertising for Remington.

Also in 1960, Remington Rand announced acquisition of Clary Corp., maker of a line of manual and electric full-keyboard adding machines and adding-cash registers. The acquisition, which the company said "complements its present product line," was effective July 1.

■ Other major divisions of Sperry Rand are:

• New Holland Machine Co. New Holland, Pa.—produces machinery for grassland farming. Customers mainly are the nation's meat producers and dairy men who use New Holland haying tools and silage making equipment to harvest and handle livestock feed. Although the division has lately moved into the farm activity-materials handling field via production of elevators and conveyors. New Holland's principal product is still the automatic pickup hay baler, introduced some 20 years ago. In 1959 New Holland accounted for most of Sperry Rand's ad expenditure in farm publications, $430,000.

• Sperry Gyroscope Co., Grea Neck, N. Y.—military and commercial navigation systems, aircraft instruments and flight control devices, missile and navigational radars, ground suppor equipment and other electroni systems and products. (Othe companies bearing the Sperr name also produce a variety o military weapons and systems.) The Wright Machinery Co., Durham, N.C., makes automatic packaging, weighing, wrapping, an labelling machinery and electroni motors. Wheeler Electronic Corp., Waterbury, Conn., produces communication equipment, electronic components, transformers and other electronic products. In 1959, Sperry Gyroscope and its divisions invested an estimated $375,000 in advertising, primarily in magazines and newspapers.

• Ford Instrument Co., Long Island City, N. Y.—aircraft and vehicular navigation computers, missile launching and guidance computers, and nuclear reactors, controls, instruments and other electronic products (Operational and sales control is lodged with Ford Instrument Group for Sperry Farragut Co., Bristol, Tenn., maker of military systems and equipment.)

• Vickers Inc., Detroit—hydraulic systems and related equipment for aircraft, missiles, industrial machinery, materials handling, farm equipment, construction machinery and marine and ordnance applications. Also, hydraulic power steering for off-road vehicles, trucks and busses; electro-hydraulic servo systems and components. Vickers in 1959 invested an estimated $900,000—principally in magazines and trade papers—advertising and promoting its products.

▪ Since Remington Rand is the principal consumer division in the Sperry-Rand company line-up, it probably accounted for more than 80% of the company's total ad budget in 1959, ADVERTISING AGE estimates.

Biggest chunk of Remington's budget in '59 went in support of its line of electric shavers. Remington is estimated to hold No. 1 position (or about 30%) in the highly competitive $110,000,000 electric shaver market. To increase its share of market in 1959, the company introduced two new shavers: the "Lady Remington," billed as the first adjustable ladies' shaver, and the Remington "Lektronic," which permits up to three weeks of cordless shaves from a single charge. Remington pushed these and other shavers in its line (notably the Roll-A-Matic, introduced in '58) via heavy use of network tv, magazine and newspaper advertising during the year.

For shavers alone, Remington Rand is estimated to have invested more than $5,000,000 in network television in '59, $2,400,000 in measured expenditures. Network television advertising during the year included sponsorship of "Gunsmoke," "The Verdict Is Yours," and "Secret Storm," all via CBS-TV. The daytime programs were used principally for boosting the new "Lady Remington" shaver to women.

In addition, Remington backed its shavers with a $400,000 expenditure in newspapers, plus an additional $155,000 budget for its typewriters. New products introduced by the portable typewriter division during the year included new models of Remington's "Travel-Riter" and "Quiet-Riter" portables. Early in 1960, the company brought out a restyled portable line in several fashion colors.

▪ Remington invested $1,780,186 in general magazines in 1959. Major expenditures went this way: portable typewriters, $394,000; filing systems and equipment, $150,667; general promotion for Sperry Gyroscope, $111,000; Remington shaving preparations, $135,300; and Remington and Lady electric shavers, $583,000.

In addition, Remington in the fall of 1959 spent some $1,000,000 on a magazine campaign for its Roll-A-Matic shaver. The campaign featured a hi-fi recording page in color in *Look* Dec. 8, plus color pages in other major consumer magazines. The *Look* spread, described by Remington as "the boldest and most costly spread in magazine history," featured a phonograph record bound into the magazine and labelled "Music to shave by."

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 545,857	$ 153,809
Magazines	1,780,186	1,512,098
Farm Publications	430,720	333,802
Business Publications	557,000	480,500
Network Television	2,427,951	2,802,210
Total Measured	5,741,714	5,368,359
Total Unmeasured	16,558,286*	9,011,293
Estimated Total Expenditure	22,300,000	19,770,000

***Includes costs of cooperative advertising, unmeasured expenditures of advertising in television (talent, production, etc.) and other promotion and advertising costs. Remington Rand division, for example, is estimated to have invested more than $5,000,000 in network television alone in 1959. This figure exceeds or equals Sperry Rand's expenditure in all measured media for the year.**

REMINGTON RAND DIVISION
New York

MARKETING PERSONNEL

Dause L. Bibby, president
H. C. Landsiedel, vp and general manager, electric shaver division
H. J. McGuire, vp and general manager, international division
J. W. Schnackel, vp and general manager, Univac division
R. D. Brown, vp and general manager, office machines division
W. N. Brown, vp and general manager, portable typewriter division
F. V. Bergren, vp and general manager, systems division

Sales

Gordon Smith, director of marketing, Univac division
S. J. Hiles, director of marketing, portable typewriter division
R. E. Patterson, director of marketing, systems division
G. N. Leiting, general sales manager, systems division
R. M. Hessert, director microfilm dept. systems division
A. J. Weitzel, general sales manager, typewriters-supplies
R. O. Elliott, general sales manager, adding-calculating
J. J. Sullivan, director sales, portable typewriter division
A. F. Sammet, sales manager, dealer sales, Clary adding machine and cash registers
C. W. Riefel, assistant general manager, international division
C. B. Stetzelberg, product manager, international division

Advertising

S. H. Ensinger, vp, public relations
A. C. Hancock, director, public information
W. P. Most, account manager, typewriters-supplies
D. Emore, account manager, adding-calculating
J. Shayne, account manager, portable typewriters
J. L. Morgan, advertising-promotion, systems division
D. P. Fitzpatrick, general promotion manager, typewriter-supplies
H. R. Hungerford, manager, advertising-promotion, training
E. M. Kempner, manager, advertising-publicity-sales promotion, electric shavers, Bridgeport, Conn.
W. E. Torpey, manager, advertising-sales promotion, International division

ADVERTISING AGENCIES

Gardner Advertising Co., New York—print media typewriters-supplies, systems products—Frank Helper, account supervisor.

Young & Rubicam, New York—Remington electric shavers—Edgar Van Winkle, account supervisor; Oliver McKee, account executive.

Compton Advertising, New York—portable typewriters—G. J. Renner, account supervisor.

Fuller & Smith & Ross, New York—Univac division—Van Cunningham, account supervisor; Don Sheldon, Breck Stringer, account executives.

Robert Otto & Co., New York—all Remington Rand office equipment products and portable typewriters in international markets—Stewart Fritche, account supervisor; Luis (cx) Albertini, account executive.

SPERRY GYROSCOPE CO.
Great Neck, N. Y.

MARKETING PERSONNEL

Carl A. Frische, president

Sales

W. W. Mapes, assistant manager, aeronautical equipment
G. B. Wright, manager of customer relations, air armament
G. R. Lawrence, sales manager, electronic tubes
C. W. Whall, sales manager, marine
J. M. Geiger, sales manager, surface armament
R. C. Lyons, sales manager, countermeasures
S. G. Farnum, sales manager, field engineering

Advertising

Carlyle H. Jones, public relations
Ken Brigham, manager of public information
Kay Quigley, advertising coordinator

ADVERTISING AGENCIES

Reach, McClinton & Co., New York—aircraft, marine and electronic instruments, controls and systems; military weapons systems; radars; microwave instruments and test equipment—Charles Gulick, account executive.

Moore & Co., Stamford, Conn.—Sperry Semiconductor division, Norwalk, Conn.—William Bolster, account executive.

Neals, Roether, Hickok (cx), Orlando, Fla.—Sperry Electronic Tube, Gainesville, Fla.—Walter Neals, account executive.

VICKERS INC.
Detroit

MARKETING PERSONNEL

J. Frank Forster, president

Sales

F. T. Harrington, vp, sales
J. T. Burns, general sales manager, Aero Hydraulics division
F. V. Gieryn, general sales manager, Mobile Hydraulics division
W. F. Driver, marketing manager, Machinery Hydraulics division
W. J. Mocha, sales manager, Tulsa Products division
L. W. Buechler, general sales manager, Electric Products division

ADVERTISING AGENCIES

Gray & Kilgore, Detroit—hydraulic systems—E. L. Karpick, account executive.

Baltz-Hodgson-Neuwoehner Advertising Agency, St. Louis—Electric products division of Vickers Inc.—C. A. Hodgson, account executive.

Paul Locke Advertising, Tulsa—Tulsa products division of Vickers Inc.—Tom Tripp, account executive.

FORD INSTRUMENT CO.
Long Island City, N. Y.

MARKETING PERSONNEL

Charles S. Rockwell, president and general manager
W. V. Warner, general sales manager

Advertising

S. Holt McAloney, director of public relations and advertising

ADVERTISING AGENCY

Chirurg & Cairns, New York—all products—Donald Jackson, account supervisor.

NEW HOLLAND MACHINE CO.
New Holland, Pa.

MARKETING PERSONNEL

George C. Delp, president and general manager

Sales

M. W. Shellabarger, general sales manager

Advertising

H. Joseph Hull Jr., advertising and public relations director

ADVERTISING AGENCY

J. Walter Thompson Co., New York—all products—Ken W. Hinks, account executive.

STANDARD SAMPLING—*Here's part of the vast product line of Standard Brands, which last year, invested an estimated $25,500,000 in advertising, a record.*

Standard Brands Inc.

	1959	1958
Sales	$521,758,239	$519,747,132
Earnings	15,862,100	14,690,214
Advertising	25,500,000*	24,140,291*

*Estimated by AA

Standard Brands Inc., New York, the 31st largest national advertiser, increased its advertising investment nearly 6% to an estimated $25,500,000 in 1959.

"Selling, administrative and research expenses," the company reported, "were up approximately $4,000,000 in 1959. The company increased advertising and promotional outlays to record levels, in order to further strengthen the franchise of its consumer products."

The company, which boosted sales to a record last year, improved its ratio of profits to sales for the third straight year.

The trend continued in 1960 as net income for the first half rose to $8,446,692 on sales of $267,194,905 from comparable 1959 figures of $7,785,043 and $260,796,197.

▪ "Notwithstanding the general high level of prices during 1959," the company said in its annual report, "the selling prices of some of your company's important product lines declined. Coffee selling prices were at their lowest level in a decade, and our margarine sold at its lowest price in 15 years. The selling prices of frozen eggs and corn products also declined during the year."

Standard Brands reported a continuation of attempts to broaden research. "Prominent among the products recently developed is Fleischmann's margarine, the only margarine made from 100% corn oil. During the year, the national introduction of this product was

FORT WAYNE, IND.

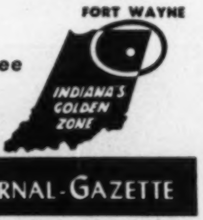
. . . *where a single insertion order completely covers this great . . .*

15-COUNTY BILLION-DOLLAR MARKET

Only The News-Sentinel and The Journal-Gazette give you such saturation coverage of this great midwestern market. Together they deliver 139,639 copies daily among 189,740 homes. The Sunday Journal-Gazette delivers 95,014 copies.

Guaranteed Coverage Every Day Of The Week

County	Daily	Sunday
Adams	66%	53%
Allen	100%	70%
DeKalb	70%	48%
Huntington	48%	43%
Kosciusko	20%	24%
LaGrange	45%	30%
Noble	66%	45%
Steuben	80%	53%
Wabash	20%	21%
Wells	59%	52%
Whitley	78%	56%
Defiance, O.	21%	21%
Paulding, O.	47%	40%
Van Wert, O.	25%	30%
Williams, O.	24%	24%



Write for free Market Book

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

FREE ON REQUEST! Shows better way to win and keep prospects, customers, friends

At Your Service...
CUSTOM PUBLISHING
for Advertising and Public Relations

Of special interest to: COMPANY HEADS
ADVERTISING MANAGERS
PUBLIC RELATIONS MANAGERS
SALES MANAGERS • ACCOUNT EXECUTIVES

Get latest facts on one of America's fastest expanding premium devices in new full-color presentation:

CUSTOM PUBLISHING
for Advertising and Public Relations

Tells the exciting story of why and how so many well-known companies are now turning to special publications. Shows how they solve a wide variety of special advertising, sales promotion, and good will problems that other types of advertising and advertising specialties cannot solve as well. If you have such a problem or project — and who hasn't — keep this presentation on hand for immediate and future reference.

Write for your copy to

PRENTICE-HALL, INC. *Special Publications Division*
Dept. AA-860, Englewood Cliffs, N. J.

successfully completed. Consumer acceptance indicates a promising future for this new member of Standard Brands' family of products."

▪ Through Ted Bates & Co., Standard introduced Fleischmann's margarine in the New York market via advertising that made a favorable case for butter, too. Soon after the start of 1960, the Federal Trade Commission issued a complaint against Bates and Blue Bonnet margarine for tv commercials which pointed up the "flavor gems" selling of the product. A consent settlement came last June.

"Other new and improved products introduced during the year," the annual report said, "include new peach and watermelon flavored Royal gelatin desserts, Instant Chase & Sanborn coffee. New and improved bakery and institutional products include: a new type of margarine, a new onion soup base, a mayonnaise salad dressing, and a new line of chiffon pie filling mixes. Research at Clinton, Ia., resulted in the marketing of a new crude sugar liqueur for caramel production; an improved lactic acid and a new dustless starch for industrial uses; several new dextrins and Clinvert, a new starch for paper manufacturers."

In April, 1959, Standard Brands saw its Chase & Sanborn regular and instant coffee brands resigned by Compton Advertising. The $6,500,000 in billings was awarded to J. Walter Thompson Co. More recently, Compton dropped Standard's $1,000,000 Black & White scotch business (which moved to Ted Bates & Co., already the agency on most of Standard's liqquor accounts) in favor of $4,000,000 in Seagram brands. Bates also landed such Fleischmann labels as Churchill bonded, Churchill 88, Olde Medley, Olde Heirloom and Daviess County bourbon. None of these brands is heavily advertised.

▪ A notable advertising move was last December's announcement that Standard Brands planned a 20-page, four-color insert in the Caribbean edition of the *Reader's Digest* of January, 1960. It was the largest ad ever carried in the edition and it featured desserts made with Royal baking powder and Royal custard, and puddings and gelatin. The insert took the form of a detachable recipe book. An additional 300,000 copies of the recipe book were printed for distribution to housewives throughout the Caribbean. J. Walter Thompson Co. handled the program.

In the food field, here is how some of the major products of Standard Brands fared in various markets, according to the 1960 "Consolidated Consumer Analysis" of 21 markets: Blue Bonnet margarine was the most popular brand in its field in seven markets (including Denver, Milwaukee, Seattle), trailed by Nucoa (No. 1 in five markets) and Kraft (tops in three). Blue Bonnet was strongest in Duluth–Superior with 44% of the market (as against 50.3% in 1958).

▪ Chase & Sanborn regular coffee, which trailed in most markets, garnered a second place in Indianapolis, with 11.2% of the market; it finished fourth in Columbus (6.6%), fourth in Honolulu (6.3%) and fifth in Providence (5.2%). Chase & Sanborn instant did no better than fourth spot—in Chicago (6.5% of the market), Honolulu (8.1%), Indianapolis (5.4%) and Phoenix (8.4%).

In December, 1959, Albert R. Fleischmann, who had been vp-marketing, retired after 44 years with the company. He had been named to that post in 1958, after serving as general sales manager, "to facilitate the orderly transmission of responsibilities" on his retirement. At that time, J. Paul Bryant, previously vp and assistant general sales manager, was promoted to vp and general sales manager. Last May the Standard Brands Sales Co. was formed with Mr. Bryant as president. He remains a vp of Standard Brands. The new company assumed all the marketing functions of the Fleischmann Sales division (institutional and bakery and hotel sales) and the grocery division.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 3,388,216	$ 2,768,516
Magazines	2,087,900	2,724,747
Farm Publications	362,984	327,016
Business Publications	——	531,100
Spot Radio	1,000,000	1,900,000
Network Television	6,254,610	6,144,983
Spot Television	4,135,040	4,368,290
Outdoor	475,462	375,639
Total Measured	17,704,212	19,140,291
Total Unmeasured	7,795,788	5,000,000
Estimated Total Expenditure	25,500,000	24,140,291

MARKETING PERSONNEL

Sales

J. Paul Bryant, vp and general sales manager

Advertising

E. D. Barrett, asst. vp in charge of marketing

Lucien Perona, advertising manager, Fleischmann Distilling Corp.

Fuller D. Baird, sales promotion manager, special products division

Industrial Relations

Charles Gildea, director

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—Fleischmann's yeast, Tender Leaf tea, Royal nuts, Clinton Corn Processing Co. products—William H. Howard, management supervisor; account supervisor on coffees, Robert E. Dennison, account supervisor on tea, Edward B. Wilson; account supervisor on yeast, Samuel Dobbs. Account representatives: Fred B. Thomson Jr. (regular coffee); Wilckes Bianchi (instant coffee); Carroll Cartwright (yeast); John Hamilton (tea); Vincent Rendine, coordinator.

Ted Bates & Co., New York—Blue Bonnet margarine, Siesta instant coffee, Royal baking powder, Royal desserts, gelatins and instant and regular puddings, Hunt Club and Walter Kendall Fives dog food, Fleischmann's regular and sweet margarines, Fleischmann's gin and whiskies, Black & White scotch. William R. Groome, supervisor, and Robert H. Higgons, account executive, on Blue Bonnet, Siesta and Royal baking powder. James A. Clarkson, supervisor, and Fremont J. Knittle and Gordon Ensign, account executives, on Royal desserts, gelatins and instant and regular puddings. James A. Clarkson, supervisor, and Gordon Ensign, account executive, on Hunt Club and Walter Kendall Fives. Mr. Clarkson, supervisor, and William K. Foster and Denis Brady, account executive and assistant, on Fleischmann margarines. Chuck Hurth, supervisor, and Tom Hanlon, account executive, on Fleischmann gin and whiskies. Mr. Hurth, supervisor, and George Christi, account executive, on Black & White scotch.

Wildrick & Miller Inc., New York—Diastafor de-sizing agent, Fleischmann's Irradiated yeast for animals—S. Donald Wildrick, account supervisor.

Marketing & Advertising Associates, Philadelphia—Fleischmann's yeast, Fleischmann's frozen eggs, Diamalt, baking powder, margarine shortening and all institutional products sold to bakeries, hotels and restaurants.

Standard Oil Co. (Indiana)

	1959	1958
Sales	$1,960,000,000	$1,860,000,000
Earnings	139,597,429	117,775,022
Advertising	20,500,000*	19,000,000*

*Estimated by AA

Standard Oil Co. (Indiana), Chicago, ninth largest U.S. industrial corporation in terms of assets and 14th largest in sales, is estimated by ADVERTISING AGE to have increased its advertising about 8% to $20,500,000 in 1959.

This oil giant, fifth in sales among the U. S. oil companies, appears to have increased its advertising primarily in the major markets.

Advertising in measured media remained close to what it was in 1958, but AA believes the company increased advertising in unmeasured media.

New—the library-size globe approved by educators!
Yours for only $3.50
14" WORLD GLOBE... A "9" VALUE!
AMOCO

GLOBAL—*In the East, American Oil Co. is offering a globe premium, available from its dealers. American is a subsidiary of Standard Oil Co. (Indiana). Starting next year, American becomes Standard's primary marketing arm for all gasoline products, with Standard as the parent company.*

▪ In the company's annual report, President J. E. Swearingen stated:

"Too much product, too low prices: that, in brief, was the story of the oil industry in 1959. As a result, our company, like others in the industry, had a less profitable year than it should—fairly good but not outstanding."

Sales inched up slightly and profits rose substantially from a bad 1958, when sales had fallen to $1.86 billion from $2.01 billion in 1957 and earnings had sunk to $117,775,022. The recession was a major factor in the '58 setback. The 1959 story would have been better, Mr. Swearingen stated, had it not been for persistent industry oversupply, low prices and strikes at five refineries.

▪ During the year, the company continued toward its goal of increasing the efficiency of its operations and pared its work force by 2,464 people, leaving a total of 43,569 in 1959. The company had similarly cut its force in 1958 and 1957. Two new crude oil running units, one at Whiting, Ind., and one at Wood River, Ill., replaced 14 smaller stills.

The company is primarily a petroleum refiner and marketer, producing 4% of the nation's crude oil and natural gas liquids and about 4% of its natural gas. It refines and markets about 8% of the nation's petroleum products and transports about 16% of the total U. S. petroleum products through its piping system.

The acquisition of True's Oil Co. in the far West opened additional marketing territory and expanded Standard's market position.

▪ Indiana Standard, itself, operates in 15 midwestern states as a marketer of more than 2,000 petroleum products, most of them for automotive, heating, industrial and farm uses. Its subsidiary, Utah Oil Refining Co., produces and markets Utoco petroleum products in Utah, Nevada, Idaho, Oregon and Washington. Another subsidiary, American Oil Co., produces, transports and markets Amoco petroleum products in 28 states in the East, South, Southwest and West. Both subsidiaries are 100% owned.

▪ Starting Jan. 1, 1961, the company will change its present marketing setup so that it will market only one brand nationally—American gasoline. Standard Oil Co. (Indiana) will be exclusively a parent company. All product refining, transportation and marketing operations will be combined into a unified subsidiary company, to be known as American Oil Co.

Stations in the midwestern marketing area will still be known as Standard service stations, but will sell American gasoline instead of Standard Red Crown and Gold Crown.

The Utoco name will completely disappear in the five northwestern states where the Utoco brand is currently sold.

▪ Chief changes in marketing personnel are as follows: Dwight F. Benson, vp of sales, will remain with the parent company. William H. Miller, general manager of sales, will join American Oil as vp for marketing.

Reporting to Mr. Miller will be C. H. Coughlin, manager of regional sales; A. V. Fraser, manager of marketing development; C. H. Lamoreaux, manager of direct sales; and P. C. Hawk, manager of operations. Mr. Coughlin is currently marketing vp of Amoco; the others are with Standard.

No announcement had been made on advertising personnel, but it is expected that Robert B. Irons, advertising manager of Indiana Standard, will continue in the same capacity for American when the reorganization becomes effective.

D'Arcy Advertising Co., currently the Indiana Standard agency, will become the Amoco agency Jan. 1, replacing Jos. Katz Co. of New York. D'Arcy will handle the consolidated account from its Chicago office, with some servicing being done through other branches.

Other wholly-owned subsidiaries are Indiana Oil Purchasing Co., which buys, sells and trades crude oil and natural gas liquid in the U.S.; Service Pipeline Co. which transports crude oil to refineries (both Indiana Standard's and others); Tuloma Gas Products Co., which markets liquefied petroleum gas and natural gasoline; Amoco Chemical Corp., which makes and markets chemicals from petroleum; Pan American International Oil Co., which finds and produces foreign crude oil; Amoco Trading Corp., which buys, sells, trades and transports crude oil and products outside the U.S., and the recent acquisition, True's Oil Co., which markets in Washington, Oregon and Idaho.

▪ Some of Standard's foreign prospects are beginning to move toward realization. The drilling of 91 wells in Argentina has indicated a producing capacity of 24,000 bbls. per day. Venezuelan interests have produced successful tests. In addition, exploration continues in Iran, Libya, Algeria, Mozambique and Italy.

On the research front in the past year, Standard announced several product improvements. And it launched an intensive marketing research program to cut distribution costs and hike profits—a program highlighted by pilot plant scale tests of marketing concepts at Vincennes, Ind., and Fairfield, Ia. The tests involved shutdown of eight service stations in Vincennes and three in Fairfield, and launching of a single, larger "super" station in each town, to serve the whole community.

Efforts to reduce distribution costs gained momentum with a unique pipeline terminal at Trenton, Mo., which permits drivers to fill trucks directly from the pipeline, thus eliminating storage expense and reducing manpower requirements.

▪ Personnel changes included appointment of William H. Miller, former assistant general manager of marketing for the parent company, as a director and general manager of sales. Mr. Miller was replaced by A. V. Fraser. Last April Robert B. Irons, former assistant advertising manager, succeeded Wesley I. Nunn, who retired after 23 years as advertising manager. Karl Mueller, former district manager in Saginaw, Mich., succeeded Mr. Irons as assistant advertising manager.

STANDARD OIL CO. (INDIANA) AND SUBSIDIARIES

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 3,252,097	$ 3,231,748
Magazines	56,722	41,016
Farm Publications	323,473	266,940
Business Publications	417,800	445,000
Network Television	424,573	585,326
Spot Television	2,269,490	2,424,710
Spot Radio	610,000	——
Outdoor	2,897,718	3,252,477
Total Measured	10,251,873	10,247,217
Total Unmeasured	10,248,127	8,752,783
Estimated Total Expenditure	20,500,000	19,000,000

PARENT COMPANY

Chicago

MARKETING PERSONNEL

Dwight F. Benton, sales vp

W. H. Miller, general manager, sales

A. V. Fraser, assistant general manager, marketing

Advertising

Robert B. Irons, advertising manager

Karl Mueller, assistant advertising manager

Sales Promotion

T. L. Bransford, sales promotion manager

ADVERTISING AGENCIES

D'Arcy Advertising Co., Chicago—all products and services—W. C. Edwards, account supervisor. Kent Lee, account executive.

Batten, Barton, Durstine & Osborn, Chicago—institutional—Wayne Tiss, account supervisor. Kermit Small, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 2,048,095	$ 2,410,445
Magazines	13,951	12,820
Farm Publications	323,473	266,940
Business Publications	366,500	395,000
Network Television	424,573	585,326
Spot Television	1,767,900	1,961,290
Outdoor	847,718*	1,132,882
Spot Radio	500,200	——
Total Measured	6,292,410	6,764,703
Total Unmeasured	8,834,590	5,735,297
Estimated Total Expenditure	15,127,000	12,500,000

AMERICAN OIL CO.

New York

MARKETING PERSONNEL

C. H. Coughlin, marketing vp

Advertising

John B. Goodman, advertising manager

ADVERTISING AGENCY

Joseph Katz Co., New York—all products and services—Charles W. Shugert, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,177,347	$ 810,043
Magazines	7,718	5,730
Business Publications	51,300	50,000
Spot Television	437,180	399,090
Outdoor	2,000,000*	2,061,216
Spot Radio	103,700	——
Total Measured	3,377,245	3,326,079
Estimated Unmeasured	1,622,755	2,906,921
Estimated Total	5,000,000	6,233,000

UTAH OIL REFINING CO.

Salt Lake City

MARKETING PERSONNEL

P. L. VanderJagt, sales vp

Blaine M. Pack, general manager of marketing

K. K. Crandall, manager, bulk sales and advertising

J. Leon Anderson, manager, consumer sales

J. Robert Anderson, manager, reseller sales

ADVERTISING AGENCY

Gillham Advertising Agency, Salt Lake City—all products and services—M. C. Nelson, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 26,655	$ 11,250
Spot Television	64,410	64,330
Outdoor	50,000*	58,379
Spot Radio	6,100	——
Total Measured	147,165	133,959
Total Unmeasured	52,835	96,041
Estimated Total Expenditure	200,000	230,000

AMOCO CHEMICAL CORP.

Chicago

MARKETING PERSONNEL

L. G. Parkinson, general manager, marketing

Advertising

John Amos, advertising manager

ADVERTISING AGENCY

D'Arcy Advertising, Chicago—all products and services—W. A. Rooney, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$ 35,053	$ 22,466
Total Measured	35,053	22,466
Estimated Unmeasured	137,947	15,590
Estimated Total	173,000	37,000

*Outdoor figures published by PIB assigned the original investment of $2,897,718 to the parent company. However, on advice of the company AA has redistributed the outdoor advertising among the three gasoline companies.

Standard Oil Co. (New Jersey)

	1959	1958
Sales	$8,714,000,000	$8,281,000,000
Earnings	629,778,000	562,475,000
Advertising	23,236,000	22,998,300

Standard Oil Co. (New Jersey) was the nation's 35th largest national advertiser in 1959, when it invested $23,236,000 in advertising.

The company is primarily a holding company which receives most of its income from dividends on investments in a network of affiliates

BIG JOB AHEAD—*D. W. "Woody" Ramsey is vp and director of Humble Oil & Refining Co. of Delaware. As director in charge of marketing for Jersey Standard's major domestic affiliate, Mr. Ramsey will supervise the emergence of the oil giant as a national marketer.*

scattered throughout the world.

Jersey reported increases in both earnings and sales during 1959. Consolidated earnings of the company were up 12%, while product sales volumes gained 12% in the U. S. and increased 5% in markets abroad. A weakness in product prices, however, resulted in slightly lower average unit realizations than in 1958, Jersey reported.

During 1959, Jersey Standard reported that earnings from domestic operations represented 34% of total consolidated earnings; other western hemisphere operations, 8%, and eastern hemisphere sources, 28%.

■ Total advertising investment of the consolidated companies—both domestic and foreign—was about $46,300,000 in 1959, compared with $42,600,000 in 1958.

In the fall of 1959, Jersey Standard announced a sweeping unification of its domestic affiliates under a new operating subsidiary incorporated in Delaware—Humble Oil & Refining Co., headquartered in Houston. The new subsidiary is a consolidation of Jersey's producing, refining, marketing and marine activities in the U. S., and to date includes the Carter division (formerly Carter Oil Co.), Esso Standard division (formerly Esso Standard Oil Co.), Humble division (formerly Humble Oil & Refining Co. of Texas), Oklahoma-Pate division (formerly the Oklahoma Oil Co. and Pate Oil Co.), Enjay Chemical division (formerly Enjay Co.) and the Penola division (formerly Penola Oil Co.).

Consolidation of Jersey's affiliates under the single Humble name is significant in that it considerably simplifies Jersey's advertising and marketing efforts. Where once products like Uniflo motor oil were sold under the brand names of five affiliates in their respective marketing territories, Jersey can now market under the Humble banner—or another brand name—alone. Since the use of the "Esso" name is restricted by trademark laws in some areas outside Esso Standard's 18-state marketing territory, Humble is currently testing several brand names which can be used in national media. A current brand name—being tested in western markets—is "Enco." Earlier this year, Jersey named Robert Gray, ad and sales promotion manager of Esso Standard, to coordinate national advertising and sales promotion for Humble.

■ As the parent organization, Jersey Standard operates primarily in a coordinating and advisory capacity. Marketing and advertising are coordinated through the parent company in New York, but affiliated companies operate with considerable autonomy in conducting advertising operations and in the selection of advertising agencies. Jersey Standard shares in advertising efforts of affiliates, however, by conducting joint seminars and coordinating programs.

During the year Jersey Standard reported increased over-all crude oil production for both domestic and foreign operations. Gross production of domestic affiliates in 1959 totaled 507,000 barrels daily, compared with 472,000 the previous year. In Canada, production amounted to 96,000 barrels a day, up from 88,000 barrels in 1958. In the Middle and Far East, production increased to a record high of 557,000 barrels daily, up from 508,000 reported in 1958. In its refining operations, Jersey's crude oil runs increased from 2,489,000 to 2,789,000 barrels daily in 1959.

■ On the marketing front, bulk plants and terminals of affiliates were consolidated and distribution methods were improved. Programs were developed to spur sales of traditional products such as kerosene and of oil-fired home-heating systems. A network of 86 retail training schools gave instruction to more than 4,500 dealers and company salesmen. New systems for fast and safe refueling of aircraft were installed at many airports.

Jersey's petrochemical sales in the U. S. increased 35% over 1958 and, worldwide, totaled $256,000,000. Research continued in the development of plastics, synthetic rubbers and basic chemicals, and a plant in Texas for the manufacture of polypropylene, a new plastic, was made ready for operation in early 1960. Other research advances included a jet fuel with higher energy yield, a lower cost synthetic lubricant for use in high temperatures, and an improved lubricant for diesel locomotives.

While Jersey Standard is a holding company and, therefore, does no product advertising, it spent $1,600,000 in 1959 on institutional advertising in magazines, newspapers, business publications and spot television. Most of this appropriation went into cooperative support of the news and weather programs in spot television sponsored by Esso Standard division of Humble Oil & Refining Co.

Esso markets in 18 states ranging along the eastern seaboard, in the South and the District of Columbia. In New York, Jersey Standard shared the cost with Esso Standard on a 50-50 basis, an arrangement that was terminated last March when Esso discontinued sponsorship of the local program; outside the New York area, Jersey contributes 25% of the costs. In addition, Jersey Standard in 1959 conducted a campaign—via Ogilvy, Benson & Mather—in selected consumer magazines built on a theme of international good will and saluting nations in which its principal affiliated companies operate. The agency, however, was dropped this year after it had landed a rival oil account.

■ Esso Standard in 1959 accounted for $13,274,500 of the Jersey organization's $23,236,000 domestic advertising expenditure, up from $12,622,000 for Esso in 1958. Esso concentrated most of its 1959 budget in spot tv, magazines, newspapers, spot radio, sales promotion and outdoor. Esso's tv expenditure during the year was $3,550,900, up from $2,423,800 in 1958.

In addition to sponsorship of half the NCAA football games throughout the area in which Esso markets, and the sponsorship of a quarter of the National Professional Football Championship game over stations in New York and New England, Esso continues to sponsor "Your Esso Reporter" news and weathercasts over 46 stations on a continuing basis every week throughout the year. Television spot announcements were also used to support introduction of the new Atlas Bucron tire.

Esso Standard's newspaper advertising in 1959 totaled $2,166,800, down from $3,088,400 in 1958. This included $275,000 for heating oil with the remainder, $1,891,800, being spent for service station products and services: introduction of the Atlas Bucron tire, a dealer service campaign, and a series of ads on gasoline.

Outdoor, including poster panels, painted bulletins and rotating embellished bulletins, accounted for $1,228,500, up from $1,007,500 in 1958. Spot radio took $1,402,900 in 1959, up from $1,153,800 in 1958.

■ Of the $3,982,800 invested by Esso Standard in unmeasured media in 1959, the largest amount, $1,459,500, went for road maps and touring service. Sales promotion accounted for $1,424,400, including programs for service station dealers, heating oil and oil burners (both direct and reseller sales), commercial sales, and general reseller activities.

In addition, Esso Standard spent $630,000 in national and regional consumer magazines principally on its "Esso Research" campaign series, $247,000 in trade and business publications in support of industrial and commercial products, and $66,000 in farm publications to support its resellers in agricultural areas.

■ An aggressive marketing expansion program was continued by Humble's Carter division in 1959 in its marketing territory in the Midwest, Rocky Mountains and Pacific Northwest. During the year Carter extended its territory via site acquisition and service station construction in the Pacific North-

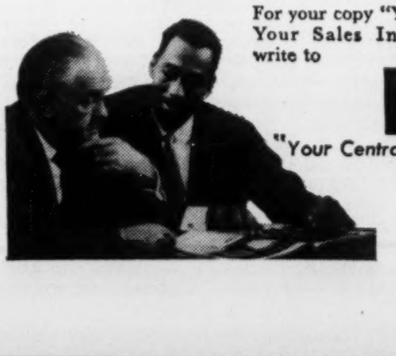
YOU CAN'T SELL TODAY...

... using strategy of yesterday!

In view of the vast and rapid changes taking place in central-city, you can't maintain your product sales in these areas without *effectively* selling a vital replacement potential for your retailers.

Central-city retailers are losing customers sold on your brands to new suburban centers. Brand-conscious Negro families are up to — and over — 50% of the total central-city population.

Advertising in **EBONY** Magazine gives your product more "effective" (customer-oriented) *local* impact on central-city Negro prospects than any other visual medium.



For your copy "You Can Increase Your Sales In Central-City" write to

EBONY

"Your Central-City Magazine"

NEW YORK
CHICAGO
LOS ANGELES

It's been going on for years—

the joining of personalities as individuals and as organizations, in close relationships of mutual confidence, respect and dependence . . . Leading advertising agencies, who years ago "joined up" with ROGERS to secure photo-engravings master-crafted to exacting specifications, still maintain this relationship—matured and strengthened by a record of consistently dependable quality and conscientious service. Most of these names will be found in these pages.

ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

west and Denver areas, plus additional expansion in southern Oregon, eastern North Dakota, and eastern Nebraska. At the close of 1959, Carter's marketing organization included more than 1,000 retail outlets, most of them company-owned or leased. Record petroleum product sales for Carter of more than 441,000,000 gallons during 1959 were up 25% over the previous year.

During the year Carter division invested $1,088,300 in advertising. The major expenditures went this way: newspapers, $209,400; sales promotion, $249,000; outdoor, $217,000; spot television, $288,000. In addition, the division invested $21,700 in magazines, $41,650 for spot radio and $40,400 for travel aids.

■ Humble Oil & Refining Co., a Texas corporation which became Humble division in the 1959 consolidation, invested an estimated $4,000,000 in advertising in 1959, about the same as in 1958. Humble's advertising expenditures included $1,000,000 for public relations projects and $3,000,000 in various advertising media. Media expenditures: newspapers, $500,000; radio, both spot and football broadcasts, $350,000; outdoor, $415,000; television, including spot and football, $575,000. The remainder went into direct mail, point of sale, dealer aids, etc.

Other units of the consolidated Humble Oil & Refining Co. of Delaware invested an estimated $2,134,700 for advertising and sales promotion in 1959. These include the Penola division, marketer of lubricants and households specialties, Enjay Chemical Co., marketer of petrochemicals, and the Oklahoma-Pate division (which operated as part of the Humble organization, although they were continued as nominal subsidiaries of Jersey Standard), marketers of service station products in the midwest and in Kentucky.

The total advertising outlay for Humble Oil & Refining Co. (Delaware) in 1959 was about $21,498,000, compared with $20,747,000 in 1958 for its predecessor companies.

■ The remainder of expenditures for Jersey Standard affiliates in the U. S. pertains to Esso Export Corp., worldwide wholesale marketer and coordinator of Jersey's retail bunkering and aviation sales activities; and to Gilbert & Barker Mfg. Co., which makes and markets oil burners and service station equipment throughout the world. Esso Research & Engineering Co., research development arm of Jersey, receives advertising support from major affiliates and does some patent licensing advertising on its own.

Jersey Standard continued in 1959 its longtime relationship with McCann-Erickson, New York, which handles the major share of consumer advertising done by the company and by several units of its U. S. affiliate, Humble Oil & Refining Co.

STANDARD OIL COMPANY (NEW JERSEY)

(Domestic Affiliates Combined)

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 3,334,400	$ 4,081,200
Magazines	1,469,200	1,062,400
Farm Publications	76,900	62,100
Business Publications	964,500	1,072,200
Spot Television	6,150,500	4,199,900
Spot Radio	2,317,000	1,990,900
Outdoor	1,874,600	1,577,200
Total Measured	16,187,100	14,045,900
Total Unmeasured	7,048,900	8,952,400
Estimated Total Expenditure	23,236,000	22,998,300

MARKETING PERSONNEL

G. W. Butler, coordinator of marketing
H. T. Cruikshank Jr., manager of market development division
W. R. Robinson, coordinator of advertising

Public Relations

Robert H. Scholl, director, public relations
W. P. Headden, assistant manager, public relations
Stewart Schackne, public relations counselor

ADVERTISING AGENCY

McCann-Erickson Advertising (U.S.A.), New York—A. B. Godshall, management service director; D. T. Thomas, account director, and A. P. McCormack, account executive.

HUMBLE OIL & REFINING CO.

Houston

ADVERTISING EXPENDITURES

Since advertising budgets and programs were not consolidated and not centrally coordinated in 1959, expenditures shown below are reported by division rather than by media. Following this table, they are reported by media for each principal operating unit.

Division	1959	1958
Carter	$ 1,088,300	$ 990,800
Enjay Chemical Co.	776,700	1,076,000
Esso Inc.	—	108,300
Esso Standard	13,274,500	12,622,000
Humble	4,000,000	4,000,000
Penola	348,000	174,700
Oklahoma-Pate	2,010,000	1,775,000
Estimated Total	21,497,500	20,747,800

ESSO STANDARD DIVISION OF HUMBLE OIL & REFINING CO.

New York

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 2,166,820	$ 3,088,389
Magazines	629,992	735,050
Farm Publications	65,988	56,936
Business Publications	246,699	156,094
Network Radio	—	—
Network Television	—	—
Spot Radio	1,402,863	1,153,840
Spot Television	3,550,901	2,423,897
Outdoor	1,228,537	1,007,484
Total Measured	9,291,800	8,621,590
Road Maps & Touring Service	1,459,485	1,434,583
Company Publications	243,232	249,629
Sales Promotion Materials	1,424,351	1,520,054
Other Programs	150,423	113,228
Local Office Funds	705,271	682,934
Total Unmeasured	3,982,762	4,000,428
Estimated Total Expenditures	13,274,562	12,622,018

MARKETING PERSONNEL

Robert O. Goodykoontz, vp and general manager, marketing department
A. A. Diffey, assistant general manager, marketing department
E. E. Andrews Jr., manager, operations

Sales

Charles W. Bohmer Jr., manager, industrial sales
John A. Miller, manager, service station sales

Advertising

Robert M. Gray, advertising and sales promotion manager (also coordinator of nationwide advertising and sales promotion, Humble Oil & Refining Co.—all divisions
Vernon G. Carrier, manager, industrial advertising
William N. Farlie, manager, advertising operations
Thomas W. Wilson, manager, service station advertising

ADVERTISING AGENCY

McCann-Erickson Advertising (U.S.A.), New York—all products—A. B. Godshall, management service director, and J. P. Beresford, management service director (household specialties).

HUMBLE DIVISION HUMBLE OIL & REFINING CO.

Houston

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 500,000	$ 500,000
Outdoor	415,000	400,000
Television (spot & football)	575,000	500,000
Radio (spot & football)	350,000	400,000
Total Measured	1,840,000	1,800,000
Total Unmeasured	2,160,000	2,200,000
Estimated Total Expenditure	4,000,000	4,000,000

MARKETING PERSONNEL

R. H. Venn, manager of marketing department
Choyce Allison, assistant manager, marketing department

Sales

Paul Edge, manager of retail sales
George Wilmoth, manager of direct sales

Advertising

S. K. Britt, manager of product advertising

Public Relations

G. A. Mabry, manager, public relations and advertising
A. B. Penny, assistant manager, public relations and advertising

ADVERTISING AGENCY

McCann-Erickson Advertising (U.S.A.), Houston—all products—Joseph P. Wilkinson, account executive.

CARTER DIVISION HUMBLE OIL & REFINING CO.

Tulsa

(Marketing Headquarters—Billings, Mont.)

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 209,400	$224,000
Magazines	21,700	10,000
Spot Television	288,000	317,300
Outdoor	217,000	159,700
Total Measured	736,100	711,000
Spot Radio	41,650	—
Travel Aids	40,400	—
Sales Promotion Materials	249,000	—
Other	21,150	—
Total Unmeasured	352,200	279,800
Estimated Total Expenditure	$1,088,300	990,800

MARKETING PERSONNEL

C. D. Hill, manager of marketing
G. T. Phipps, assistant manager of marketing
J. F. Fleming, operations manager

Sales

C. B. Yantis, sales manager
S. M. Whitehall, division sales manager, Denver
W. K. Randall, division sales manager, Seattle
O'Neal Callahan, division sales manager, Billings

Advertising

F. VanIderstine, advertising manager

ADVERTISING AGENCY

McCann-Erickson Advertising (U.S.A.), Chicago—all products—Foster L. Wick, account executive; Dale Wright, assistant account executive.

OKLAHOMA-PATE DIVISION HUMBLE OIL & REFINING CO.

Chicago

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 327,000	$ 175,000
Spot Radio	519,000	420,000
Spot Television	810,000	940,000
Outdoor	14,000	10,000
Total Measured	1,670,000	1,545,000
Total Unmeasured	340,000	230,000
Estimated Total Expenditure	2,010,000	1,775,000

MARKETING PERSONNEL

E. R. Smith, executive vp of marketing

Sales

H. M. LeConey Jr., general sales manager

Advertising

W. T. Kadi, advertising manager

ADVERTISING AGENCIES

Needham, Louis & Brorby, Chicago—Oklahoma Oil Co.—P. E. Belknap, account supervisor; E. J. Charlesworth, account executive.

Al Herr Advertising Agency, Milwaukee—Pate Oil Co.—Elton P. Kocian, account executive.

Sterling Drug Inc.

	1959	1958
Sales	$209,247,801	$197,789,946
Earnings	20,990,226	19,148,880
Advertising	27,500,000*	25,000,000*

*Estimated by AA

Sterling Drug Inc., New York, the nation's 26th largest advertiser, increased its advertising expenditure to $27,500,000 in 1959, up 10% over 1958.

Almost half the total went to network television.

Sales of Sterling Drug and its consolidated subsidiaries rose to $209,247,801, up 5.8% over 1958. Domestic sales in 1959 were $146,533,000, or 70% of the total consolidated sales, compared with $140,584,000, or 71%, in 1958.

■ In 1958, Sterling revised its accounting structure in reporting sales and earnings by eliminating accounts of its South American operations because of the instability of exchange and currency devaluations in that area. By adding sales of these non-consolidated units, Sterling's total net sales in 1959 were $228,853,000, as against $215,844,000 in the preceding year.

LAXATIVE SELL—*Pretty Patricia Wright, Hollywood actress, portrays a happy lady ready to go out and have fun with friends—thanks to Phillips Milk of Magnesia. Product is second biggest (behind Bayer aspirin) of Sterling Drug's and is one of five top stomach distress remedies.*

Of this total, proprietary products advertised to the public in 1959 accounted for $103,708,000, a jump of 7.7% above the $96,807,000 in 1958; pharmaceutical specialities were $77,027,000, as against $70,977,000 the preceding year; industrial products were $27,503,000, compared with $24,774,000; and other consumer products were $20,615,000, as against $23,286,000.

A part of the increase in industrial product sales in 1959 was due to the acquisition of the Delaware Poultry Labs. early in the year. The decrease under "other consumer products" last year reflects in part the sale late in 1958 of the John Puhl Products Co., manufacturer of household cleaning agents.

The sales picture continued bright as Sterling reported record sales and earnings in the first half of 1960. Net profit for the company and its consolidated subsidiaries totaled $10,467,215, up 10.1% from $9,508,962 in the 1959 first half. Sales were $110,661,398, up 7.6% from the $102,839,941 for the previous first half.

■ During 1959, Sterling Drug acquired subsidiaries in Belgium, The Netherlands, Sweden and Switzerland. This brings Sterling's operations to 72 subsidiaries and divisions throughout the free world. Twenty of these are in the U. S. and 52 in 32 other countries. The company has 44 plants, 17 of these in the U. S. The 27 overseas plants produce, for the most part, the same pharmaceutical preparations, packaged medicines, and household and toilet articles that are made and sold in the U. S.

Sterling's principal consumer division is Glenbrook Laboratories, manufacturer of a line of packaged medicines and household products, including Bayer aspirin and nasal spray, Fletcher's Castoria, Phillip's Milk of Magnesia, Campho-Phenique, Haley's M-O, Dr. Lyon's dentifrices, Midol, Ironized Yeast, Energine cleaning and lighter fluids, Z. B. T. baby powder, Fizrin instant seltzer and other products.

The leading product in Sterling's line-up is Bayer aspirin, which is variously reported as first or second in share of market among the headache remedies, vying with Anacin. Sterling invested almost $8,000,000 to advertise its Bayer aspirin in 1959, and an additional $1,200,000 for its Bayer aspirin for children, but Anacin poured more than $15,000,000 into advertising.

Sterling reported that in the beginning of 1960 the demand for Bayer surpassed all previous records, partly attributable to the outbreak of Asian flu in the U. S. By mid-February, Bayer aspirin was being produced at the rate of three-quarter billion tablets per month. In April, a 300-tablet bottle of Bayer was introduced in test markets.

■ Phillip's Milk of Magnesia, Sterling's other big seller, is reported to rank among the top five stomach distress remedies. In 1959, Sterling spent about $4,600,000 to advertise this brand.

Already a heavy network tv spender, Sterling stepped up its expenditures in this medium 33% in 1959, moving it from the 17th largest spender to ninth. Last year, it devoted $12,975,463 for gross network tv time alone, compared with $9,919,859 in 1958. From the total network tv outlay in 1959, $5,379,280 went for Bayer aspirin, $3,320,835 for Phillips Milk of Magnesia, with the remainder divided among 14 other products. In October, 1959, Sterling announced it was doubling its tv budget for children's Bayer aspirin and was promoting the flavored tablet on its nighttime shows for the first time.

Sterling's line-up of network tv shows during the 1959-60 season included at NBC, "Arthur Murray Dance Party," "People Are Funny," "Riverboat," "True Story," "Detectives Diary," "Man from Interpol," "Saber of London," "Price Is Right," "Play Your Hunch," "Young Dr. Malone," "Truth or Consequences," "House on High St.," "Queen for a Day," "Split Personality" and "County Fair." At CBS, it sponsored "Perry Mason," "As the World Turns," "Verdict Is Yours" and "Edge of Night." On ABC, Sterling placed a 52-week order in October, 1959, for 60⅔ quarter-hours on its daytime shows.

■ Sterling placed $3,660,910 in spot tv in 1959, making it the 23rd largest spender in that medium. Fizrin instant seltzer received the greatest portion of this budget, getting $1,273,240; Bayer aspirin, $594,630, and Fletcher's Castoria, $525,230. The remainder was dispersed among 16 other products.

A newspaper expenditure of $2,017,570 for 1959 was down from $2,329,208 the previous year. Major portions of the 1959 total went to Bayer aspirin, $685,165; Z. B. T. baby powder, $387,742; Phillips Milk of Magnesia, $238,858; Midol, $202,590; Campho-Phenique, $198,973, and Molle shave cream, $193,728.

Investments in general magazines were $1,924,450 last year, down slightly from $2,114,474 in 1958. Heaviest shares went to Bayer aspirin, $795,970; Phillips Milk of Magnesia, $482,282; Bayer aspirin for children, $195,645; Z. B. T. baby powder, $147,730, and Midol, $103,680. In spot radio, Sterling decreased its investment by about 35%, from $1,600,000 in 1958 to $1,025,000 last year.

■ In addition to Glenbrook Laboratories, Sterling's other major divisions are Winthrop Laboratories, Hilton-Davis Chemical Co. and Sterling-Winthrop Research Institute.

Winthrop Laboratories, New York, a world leader in the field of anti-malarials, markets a wide line of pharmaceutical specialties which are administered or prescribed by the medical and dental professions. This division introduced a new local anesthetic, Carbocaine, said by the company to be the fastest-acting anesthetic in its field. Carbocaine has been introduced to the medical profession in Canada, and it will be introduced to the U. S. medical profession soon.

The Hilton-Davis Chemical Co., Cincinnati, O., manufactures flushed colors for the printing ink industry, pigments for paints and lacquers, varnishes and compounds for printing inks, dyes for carbon paper and hectograph carbon, optical brighteners for detergents and textiles, pharmaceutical and dyestuff intermediates, and textile dyes and pigments. Nelson S. Knaggs is vp in charge of sales for the division.

Sterling-Winthrop Research Institute, Rensselaer, N. Y., is the central research organization of Sterling. It has a staff of 450 scientists, who work in fields related to medicine. The institute also is the coordinator and clearing house for the independent research activities of all of Sterling's divisions and subsidiaries.

■ Sterling's domestic subsidiaries include American Ferment Co., maker of caroid and bile salts; George A. Breon & Co., which makes a line of pharmaceutical specialties; Cook-Waite Laboratories, maker of dental anesthetics; the d-Con Co., maker of rodenticides; Dorn & Mitchell Laboratories, which deals in vaccines and other animal health products; House of Huston, which deals with pet care products; Salvo Chemical Corp., a leading producer of vanillin, a vanilla flavoring; and Sterwin Chemicals Inc., maker of vitamins, food colors and germicides.

During 1959, Sterling completed a new manufacturing plant in Sydney, Australia, and began construction of a new plant for Dorn & Mitchell Laboratories at Opelika, Ala. In addition, new machinery and equipment accounted for about 60% of the $5,730,000 in capital expenditures in 1959. Scheduled for construction in 1960 are plants in Costa Rica and Nicaragua and an addition to the plant in the Philippines. Sterling signed contracts last year with the sanitary boards of Chicago and Wheeling, W. Va., for its Zimmermann Process of municipal sewage sludge disposal.

In the fall of 1959, Glenbrook Laboratories issued the results of a study which showed that store displays, which cost drug stores little or nothing, boosted sales in test stores more than 9.5%. The survey had been made in 45 stores in five cities. Glenbrook's researchers developed a list of 125 fastest-moving drug store items, which included such Sterling products as Bayer aspirin, Phillips Milk of Magnesia, Fletcher's Castoria and Z. B. T. baby powder.

Early in 1960, James Hill Jr., board chairman and chief executive officer of Sterling Drug, died. He had been with the company 18 years, serving in various capacities. He was succeeded by J. Mark Hiebert, who also retained his title as president of the company. On the agency front, George A. Breon Co. named Jordan, Sieber & Corbett to handle its prescription products. .Sudler & Hennessey was the previous agency.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 2,017,570	$ 2,329,208
Magazines	1,924,450	2,114,474
Farm Publications	100,985	44,220
Business Publications	314,200	305,000
Spot Radio	1,025,000	1,600,000
Network Television	12,975,463	9,919,859
Spot Television	3,660,910	3,645,220
Total Measured	22,018,578	19,957,981
Total Unmeasured	5,481,422	5,042,019
Estimated Total Expenditure	27,500,000	25,000,000

GLENBROOK LABORATORIES
New York

MARKETING PERSONNEL

Sales

A. J. Burns, vp, production, distribution and new product development
. E. Grimm III, vp, sales and director of marketing
Glenn W. Johnston, vp and assistant to director of marketing
Otto R. Reiner, vp, sales
. M. Deakins, vp, product manager
R. E. Gray, vp, product manager
H. D. Nitchie, vp, product manager
R. L. Steenrod, vp, product manager
Harold C. Johnson, sales promotion manager

ADVERTISING AGENCIES

Compton Advertising Agency, New York—Fizrin instant seltzer, Instantine.

Dancer-Fitzgerald-Sample, New York—adio and tv only—Bayer aspirin, Dr. Lyon's tooth powder, Energine products, Haley's M-O, Pepsamar, and Phillips' Milk f Magnesia products.

Thompson-Koch Co., New York—print nly—Bayer aspirin, Dr. Lyon's tooth owder, Energine products, Haley's M-O, Pepsamar, Phillips' Milk of Magnesia roducts. Complete—Campho-Phenique, ronized Yeast, Midol, Jayne's Vermifuges.

Brown & Butcher, New York—Dr. Caldvell's laxative, Fletcher's Castoria, Z.B.T. aby powder.

WINTHROP LABORATORIES
New York

MARKETING PERSONNEL

harles B. McDermott, vp, sales and advertising
Norman F. Field, director of advertising
Walter J. Cook, coordinator of advertising, sales promotion and public relations

ADVERTISING AGENCIES

William Douglas McAdams Inc., New York—Carbocaine, Creamalin, Isuprel, Levophed, Lotusate, Mebaral-Mebroin, Mucilose-Super, pHisoHex.

Burdick & Becker, New York—Novocain, Pontocaine, Skiodan.

Cortez F. Enloe Inc., New York—complete—Zephiran. Medical journals only—Trancopal.

Harry C. Phibbs Advertising Co., Chicago—medical journals only—balance of Winthrop line.

Thompson-Koch Co., New York—drug publications only—Winthrop line.

AMERICAN FERMENT CO.
New York

MARKETING PERSONNEL

C. C. Wood, vp, sales
Fred I. Botha, product manager

ADVERTISING AGENCY

Cortez F. Enloe Inc., New York—Astring-O-Sol, Al-Caroid, Caroid and Bile Salts, Caroid dental powder.

GEORGE A. BREON & CO.
New York

MARKETING PERSONNEL

Sales

Charles C. Wood, vp, sales
Robert S. Bunning, product manager, Breon products
Eugene McGlynn, product manager, Diaparene products
Wilfred O. Leigh, product manager, Lanteen products

Advertising

Fred W. Madsen, advertising manager

ADVERTISING AGENCIES

Jordan, Siebert & Corbett, Chicago—Breon pharmaceutical specialties.

Cortez F. Enloe Inc., New York—Diaparene line of products for infant and geriatric skin care; Lanteen products for feminine hygiene.

COOK-WAITE LABORATORIES
New York

MARKETING PERSONNEL

Max Hickman, vp, sales
Dudley E. Latham, advertising manager

ADVERTISING AGENCIES

Davies, Mitchell, Voorhies, New York—Carbocaine-Neo-Cobefrin, Ravocaine-Novocain-Cobefrin, topical anesthetics, disinfectant solutions and related items.

Lee Ransdell & Co., Philadelphia—Carpule pre-sterilized needles.

THE d-CON CO.
New York

MARKETING PERSONNEL

Victor E. Moore, vp and director of sales
Walter C. Camas, advertising manager

ADVERTISING AGENCY

Thompson-Koch, New York—d-Con Ready Mix, d-Con Mouse-Prufe, d-Con Ant-Prufe, d-Con Roach-Prufe, Rid-X.

DELAWARE POULTRY LABORATORIES
Millsboro, Del.

MARKETING PERSONNEL

Dr. Hiram Lasher, vp
William Mitchell, vp

ADVERTISING AGENCY

John Heller Advertising Agency, Estelle Manor, N. J.—vaccines and related animal health products.

DORN & MITCHELL LABORATORIES
Opelika, Ala.

MARKETING PERSONNEL

William X. Clark, vp, sales

ADVERTISING AGENCY

Thompson-Koch Co., New York—vaccines and other animal health products.

HOUSE OF HUSTON
New York

MARKETING PERSONNEL

Ralph T. Miller Jr., vp
Frank J. Schott, sales promotion manager

ADVERTISING AGENCY

Thompson-Koch Co., New York—Little Pal Pet care products, Little Pal Pet Shops.

STERWIN CHEMICALS
New York
(distributes products made primarily by other Sterling units)

MARKETING PERSONNEL

William X. Clark, vp in charge of sales

ADVERTISING AGENCY

Thompson-Koch Co., New York—B-E-T-S, VextraM, Oxylite, Trithiadol, Roccal, bulk vitamins for food, feed, and pharmaceutical industries, Hy-Kure Flour Treatment Service, vaccines and other medications for poultry industry, Parakeet certified food colors, Zimco Brand vanillin.

Studebaker-Packard Corp.

	1959	1958
Sales	$387,372,375	$180,657,592
Earnings	28,544,338	(13,390,937)†
Advertising	12,690,000*	5,300,000*

†Loss
*Estimated by AA

Studebaker-Packard Corp., South Bend, Ind., the 67th largest national advertiser, more than doubled its advertising investment to an estimated $12,690,000 in 1959, the first full year for the compact Lark.

The company had a banner year in '59, doubling its net sales and increasing its market share almost three-fold, to 2.5%. And for the first time since the company was formed in 1954 in a merger of Studebaker Corp. and Packard Motor Car Co., it showed a profit at the end of the year.

The company sold 160,826 cars (Hawks and Larks) last year, and 10,909 trucks. In addition, sales of Mercedes-Benz and Auto Union-DKW—two foreign cars the company sells in the U. S.—came to 13,423 units. In 1958 the company sold 62,146 cars, 10,735 trucks and 6,420 Mercedes-Benz. The increase between 1958 and 1959 was 159% for S-P cars and 84.6% for Mercedes-Benz. Truck sales were hampered because introduction of the 1960 line was delayed until early this year, due to a steel shortage.

■ S-P has made an effort to promote fleet sales, and last year 8% of Lark sales and 19% of truck sales were fleet operation: Sales of the Econ-O-Miler taxi were up 95% last year.

S-P introduced its Lark in November, 1958, as the second U. S.-built compact on the market (American Motors' Rambler was first). The company brought out the first compact convertible last fall.

The entry into the market of small cars from the Big Three auto makers last fall slowed down S-P's pace. Sales for the first six months of 1960 were $178,052,136, compared with $209,816,771 in the 1959 first half. Earnings dropped to $3,359,585 from $12,073,281 in the previous first half. Unit sales were about 17% off the '59 pace.

■ Studebaker-Packard boosted its newspaper advertising by $1,000,000 last year over '58, and spent almost $2,000,000 more in magazines; network tv expenditures were up about $500,000 and more than a $1,000,000 increase was reported in outdoor expenditures. The company also made heavy use of radio last year, and is continuing in that medium this year.

The company said it would spend about 15% more for advertising this year than it did in 1959.

The company has acquired three new divisions in its drive to diversify its operations: Gravely Tractors division, with operations at Dunbar, W. Va.; Albany, Ga.; Fort Scott, Kan., and Torquay, England, manufacturer of self-propelled power tools for farm, garden, lawn and commercial uses; Gering Products division, Kenilworth, N. J., producer of plastic compounds and polyethylene film, and C.T.L. division (Cincinnati Testing Laboratories), high temperature plastics research for missile development. They operate as divisions of the company with the same managements retained.

■ William D. Mewhort, formerly a vp of Revlon, was added to the company last year as vp for diversification activities, a new post.

In other personnel news, two sales managers were named for imports this year: Heinz Waizenegger for Mercedes-Benz and R. A. Baldwin for Auto Union-DKW. Both were formerly with M-B sales. Gerald Waindel, formerly a pr account executive at J. Walter Thompson Co., joined S-P last year as director of public relations. He succeeded W. C. (Red) Lockwood, who joined the public relations department of Great Lakes Steel Corp., Chicago.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 3,743,778	$ 2,738,153

TALK ABOUT COVERAGE!
9 OUT OF 10 FAMILIES
9 OUT OF 10 FAMILIES IN METROPOLITAN NASHVILLE; 7 OUT OF 10 IN THE 38-COUNTY RETAIL TRADING ZONE, GET ONE OR BOTH OF THESE NEWSPAPERS
Nashville Banner
PLAN $16 MILLION IN HOMES
THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Evening
Morning ● Sunday
NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

War is Hell

But the buying climate in the growing Greenville-Washington Market is HEAVENLY. WITN and WNCT dominate this market's 4 huge military installations and their 110,000 service folks. Bear this in mind when you plan your next campaign strategy. Avails and details are yours for the asking.

CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS • ABC

7 witn
Washington, N.C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

Magazines	2,717,974	961,609
Farm Publications*	9,795	31,378
Business Publications	66,000	60,000
Spot Radio	750,000	——
Network Television	568,524	71,380
Outdoor	1,328,300	275,618
Total Measured	9,184,371	4,138,138
Total Unmeasured	3,505,629	1,261,862
Estimated Total Expenditure	12,690,000	5,300,000

*Includes Gering division acquired June, 1959.

MARKETING PERSONNEL

Sales

L. E. Minkel, vp-marketing
S. A. Skillman, vp and general sales manager
A. E. Fitzpatrick, fleet sales
F. T. Corcoran, truck sales

Advertising

James W. Orr, director of advertising and merchandising
Gerald Waindel, public relations director

ADVERTISING AGENCY

D'Arcy Advertising Co., New York—F. C. Weber, account supervisor.

Swift & Co.

	1959	1958
Sales	$2,481,627,000	$2,647,925,000
Earnings	19,067,844	10,048,372
Advertising	15,000,000*	15,000,000*

*Estimated by AA

Swift & Co., Chicago, the nation's 59th largest advertiser, held its expenditure about even at an estimated $15,000,000 in 1959, a fairly good year in sales and profits.

A three-year battle to cut costs and improve earnings paid off in 1959 for the world's largest meat packer. The company ended a four-year downward trend in profits by nearly doubling net earnings to $19,067,844, highest level since 1955.

Sales dropped 6.5% to $2.48 billion from a record 1958, although sales on a tonnage basis were the second highest in company history. Swift attributed the dollar slump to generally lower prices—chiefly on pork products—and reduced meat volume. A seven-week strike also was cited.

The bright earnings picture continued in the first half of 1960. Net earnings rose to $9,207,038 from $6,770,342 in the 1959 first half, while sales dipped 7% to $1.2 billion from $1.29 billion in the previous first half.

■ In a series of belt-tightening moves last year, Swift closed a number of marginal operations—including ten sales units, six dairy and poultry plants, a meat packing plant in Dallas, an edible oil refinery and several smaller units.

Swift completed or started work on five new sales units and opened a new turkey processing plant at Edmonton, Alberta, Canada. The company expanded cheese operations with new plants at Lebanon, Ky., and London, England. New insecticide plants were opened at Memphis and Wasco, Cal.

Construction on a new meat packing plant at Rochelle, Ill., was scheduled to start this month.

In its 1959 annual report, Swift said it reduced selling and administrative costs by $4,496,903 last year, and by $11,000,000 in 1958.

■ On the advertising front last year, Swift spent about $15,000,000 for all advertising—about the same as in 1958—but the company reportedly cut back sharply on unmeasured media expenditures such as point of sale materials, while boosting its activities in measured media.

The giant meat packer last year swung its ad emphasis to print media while slashing its spending in network and spot television. Swift nearly tripled its magazine advertising from $815,601 in 1958 to $2,323,029 last year and boosted its newspaper advertising to $2,919,317 from $2,097,736 in 1958. Swift expenditures in farm publications and outdoor were increased last year.

Swift continued its swing away from network tv last year, spending $2,301,794, compared with 2,953,650 in 1958. In 1957, Swift spent $5,196,425 in network television. Spot tv also was cut back in 1959.

■ The company introduced several new products in the past year, including several in the fertilizer field—Vigoro Bulb Food, Vigoro Lawn Starter and Rid (a crabgrass killer). The products were assigned to Leo Burnett Co.

Swift also brought out several boiled-in-the-bag food items, including pork, beef, ham and spareribs in barbecue sauce. These products have very limited distribution and have not yet been advertised.

■ In a shift of marketing personnel at the parent company, P. E. Petty, director and vp of sales for provision (pork products), casings and export, was named vp in charge of sales for beef, lamb and veal—hides and skins—wool, succeeding George H. Swift Jr., who was named assistant to the president. E. F. Swift took over Mr. Petty's previous duties. H. E. Robinson, vp, has taken over responsibilities for glues, adhesives, soaps, detergents and industrial oils from E. A. Moss, retired.

H. D. Ripley was promoted to manager of Corkran, Hill & Co., Baltimore, and V. W. Joyner & Co., Smithfield, Va., both Swift subsidiaries, succeeding E. C. Sedberry. F. R. Clymer was named manager of Plankinton Packing Co., Milwaukee, succeeding I. E. Ericson, who became manager at Swift, St. Paul, Minn. R. D. Halcomb was named manager of John P. Squire Co., E. Cambridge, Mass., and N. L. Healy was appointed manager of the Squire subsidiary.

■ L. A. Fowler was named manager of White Provision Co., Atlanta, succeeding O. C. Yeakley, who was transferred to Evansville, Ind., as manager, and L. D. Nye was promoted to sales manager of White, succeeding J. A. Scott. S.M. McLaughlin was named eastern sales manager of St. Louis Independent Packing Co., St. Louis, a new position.

Swift appointed Earle Ludgin & Co., Chicago, to handle Oz peanut butter. The product had not been assigned to an agency since it was resigned in March, 1958, by J. Walter Thompson Co., Chicago.

This summer, Swift moved advertising for its canned meats, billing about $250,000, from McCann-Erickson to Dancer-Fitzgerald-Sample. Swift reportedly is reactivating its canned meat line produced by Derby Foods, a subsidiary. McCann handles all Derby Foods advertising.

At the same time, Swift appointed McCann-Marschalk, New York, to handle advertising for its Van Wagenen & Schickhaus division, Kearny, N.J. Aitkin-Kynett Co., Philadelphia, the former agency resigned the account, reportedly because the account had been inactive for several years.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 2,919,317	$ 2,097,736
Magazines	2,323,029	815,601
Farm Publications	191,108	118,488
Business Publications	82,700	92,900
Network Television	2,301,794	2,953,650
Spot Television	827,170	1,209,590
Outdoor	310,267	99,543
Total Measured	8,955,385	7,387,508
Total Unmeasured	6,044,615	7,612,492
Estimated Total Expenditure	15,000,000	15,000,000

PARENT COMPANY

MARKETING PERSONNEL
(All located in Chicago)

Sales

H. E. Wilson, vp, consumer packaged frozen foods, sales planning, advertising and merchandising services.
P. E. Petty, director and vp, beef, lamb and veal, hides and skins, wool
C. T. Prindeville, director and vp, plant food, agricultural chemicals, animal feeds
E. F. Swift, vp, provision (pork products), casings, export
W. P. Ayers, director and vp, dairy & poultry, ice cream, table ready meats
J. B. Miller, vp, margarine, refinery products, canned foods, Pard dog food, grocery sales division
H. E. Robinson, vp, adhesives, by-products, industrial oils, soaps and detergents, tallow, research
F. J. Townley, vp, all general sales for Swift and associated plants

Advertising

Ray Weber, general advertising manager

ADVERTISING AGENCIES

McCann-Erickson, Chicago—agricultural research, casings, dairy & poultry, franks & sausage, fresh meats, ham & bacon, home economics, hotel, restaurant and institutional sales, ice cream, meats for babies, packaged frozen meats, table-ready meats and trade relations—W. R. Kinnaird, management service director; H. G. Fuess, account executive (meats for babies, frozen meats, trade relations); Helen Wolcott, account executive (home economics); K. Wade Chapman, account group supervisor (table-ready meats, fresh meats, ham & bacon, franks & sausage); Michael Sheets, account executive (dairy & poultry, ice cream); Richard Johnson, account executive (table-ready meats, ham & bacon, franks & sausage).

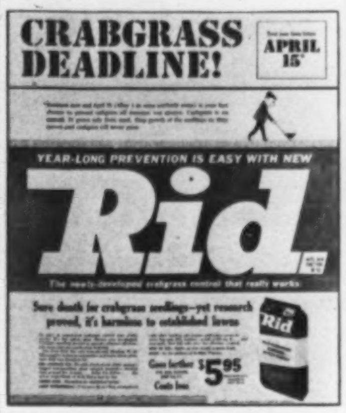
Leo Burnett Co., Chicago—Allsweet margarine, Vigoro and End-O-Products (weed control), Rid, Duet margarine—Robert G. Everett, account supervisor; Alan Winthrop, account executive (Vigoro and End-O-Products); Ray Fowler, account executive (Allsweet); Gil Mickels, account executive (Duet).

Russell T. Gray Inc., Chicago—adhesives, glues, gelatins, industrial oils, soaps, storage and phosphates—W. E. Morton, account supervisor.

Dancer-Fitzgerald-Sample, Chicago—Pard dog food and Pard Crunchers, Swift'ning, canned meats, Jewel shortening and salad oil and commercial shortening—F. Sewall Gardner, account supervisor; Ray Dau, Thomas K. Denton, Henry Hempstead, John Wright, account executives.

Bert S. Gittins Advertising, Milwaukee—agricultural chemicals, farm feeds and hatcheries—James Boan, account manager (agricultural chemicals); Robert Rice, account manager (farm feeds), and Fred Phillips, account manager (hatcheries).

Earle Ludgin & Co., Chicago—peanut butter products—George A. Rink, account supervisor; James L. Lurie, account executive.


CRABGRASS DEADLINE!
APRIL 15
YEAR-LONG PREVENTION IS EASY WITH NEW
Rid
Sure death for crabgrass seedlings—yet research proved, it's harmless to established lawns
Rid
$5.95

DEADLINE—*New product of Swift & Co. in 1959 was Rid crabgrass killer, assigned to Leo Burnett Co. and supported by newspaper ads in the spring urging use before "crabgrass deadline" April 15 to kill the weed before it goes to seed.*

ARMSTRONG PACKING CO.
Fort Worth

MARKETING PERSONNEL

E. H. Cramsie, manager
J. C. Farrell, sales manager

ADVERTISING AGENCY

Jack T. Holmes & Associates, Ft. Worth, Tex.

CORKRAN, HILL & CO.
Baltimore

MARKETING PERSONNEL

H. D. Ripley, manager
C. H. Bowman, city sales manager
H. J. Firebaugh, plant sales manager

ADVERTISING AGENCY

H. W. Buddemeier Co., Baltimore—all advertising—H. W. Buddemeier, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$8,291	$ ——
Spot Television	——	31,980
Total Measured	8,291	31,980

DERBY FOODS INC.
Chicago

MARKETING PERSONNEL

A. O. Lane, manager
A. C. Frahm, general sales manager

ADVERTISING AGENCY

McCann-Erickson, Chicago—canned meats, Peter Pan peanut butter—W. C. Avery Jr., account supervisor; Joseph Doherty, account executive (canned meats); John Deacon, account executive (Peter Pan peanut butter).

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,886,115	$ 223,287
Network Television	1,900,000	1,500,000
Total Measured	3,786,115	1,723,287

H. L. HANDY CO.
Springfield, Mass.

MARKETING PERSONNEL

R. D. Halcomb, manager
A. J. Fields, sales manager

ADVERTISING AGENCY

Hoag & Provandie Inc., Boston—all advertising—Paul H. Provandie, account executive.

IOWA PACKING CO.
Des Moines

MARKETING PERSONNEL

J. R. Zeis, manager
W. A. Thorsen, city sales manager
L. H. Jordan, plant sales manager

ADVERTISING AGENCY

Shelton R. Houx Advertising, Des Moines—all advertising—Shelton R. Houx, account executive.

V. W. JOYNER & CO.
Smithfield, Va.

MARKETING PERSONNEL

H. D. Ripley, general manager
R. L. Hermann, local manager

ADVERTISING AGENCY

H. W. Buddemeier Co., Baltimore—all advertising—H. W. Buddemeier, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$3,691	$3,120
Newspapers	——	276
Total Measured	3,691	3,396

A. C. LAWRENCE LEATHER CO.
Peabody, Mass.

MARKETING PERSONNEL

S. N. Nectow, president

ADVERTISING AGENCY

Chirurg & Cairns, Boston—all advertising—W. L. Shepardson, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Magazines	$8,420	$8,000
Total Measured	8,420	8,000

NEUHOFF PACKING CO.
Nashville

MARKETING PERSONNEL

W. V. Wahmann, manager
D. M. McBride, plant sales manager
L. S. Langley, city sales manager

ADVERTISING AGENCY

Doyne Advertising Agency, Nashville—all advertising—George W. Doyne, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Spot Television	$179,070	$179,420
Newspapers	19,500	26,483
Total Measured	198,570	205,903

PLANKINTON PACKING CO.
Milwaukee

MARKETING PERSONNEL

F. R. Clymer, manager
E. J. Belz, city sales manager
P. H. Beele, plant sales manager

ADVERTISING AGENCY

Bert S. Gittins Advertising Inc., Milwaukee—all advertising—Joseph P. Kenney, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$5,015	——
Total Measured	5,015	——

ST. LOUIS INDEPENDENT PACKING CO.
St. Louis

MARKETING PERSONNEL

S. M. Weir, manager
E. Goodwin, advertising manager
I. C. Karch, city sales manager
L. T. McKeehan, plant sales manager
S. M. McLaughlin, eastern sales manager

ADVERTISING AGENCY

Gardner Advertising Co., St. Louis—all advertising—Jack L. Helm Jr., account executive.

SPERRY & BARNES CO.
New Haven, Conn.

MARKETING PERSONNEL

R. D. Halcomb, manager
L. R. Bowman, sales manager

ADVERTISING AGENCY

Hoag & Provandie Inc., Boston—all advertising—Paul H. Provandie, account executive.

JOHN P. SQUIRE CO.
E. Cambridge, Mass.

MARKETING PERSONNEL

R. D. Halcomb, manager
N. L. Healy, sales manager

ADVERTISING AGENCY

Hoag & Provandie Inc., Boston—all advertising—Paul H. Provandie, account executive.

VAN WAGENEN & SCHICKHAUS CO.
Kearny, N. J.

MARKETING PERSONNEL

Ray J. Kellogg, manager
D. J. Shine, sales manager
S. C. Space, service sales manager

ADVERTISING AGENCY

McCann-Marschalk Co., New York—all advertising.

WHITE PROVISION CO.
Atlanta

MARKETING PERSONNEL

L. A. Fowler, manager
L. D. Nye, sales manager

ADVERTISING AGENCY

Lowe & Stevens, Atlanta—all advertising—Jules C. Gerding, account executive.

Texaco Inc.

	1959	1958
Sales	$2,678,029,271	$2,432,348,673
Earnings	354,346,323	311,154,995
Advertising	18,500,000	18,186,095

Texaco Inc., the nation's 46th largest national advertiser, reported that it had a good year in 1959, "despite excessive inventories, low prices, increased costs, and legal harassments."

Consolidated net income for the company was at the highest level in history—up nearly 14% from 1958—while revenue from sales and services increased some 10%.

Texaco's consolidated net income for the six months ended June 30 totaled $177,342,169, up from $164,961,377 in the 1959 first half. Earnings totaled $68,449,311 up from $56,144,384 in the previous first half.

Although Texaco does a worldwide business in petroleum and petroleum products, its principal domestic marketing activities involve sale of lubricants and gasolines to the motoring public. These include Fire Chief and Sky Chief Supreme gasolines and Havoline and Texaco brand motor oils. The company also markets Texaco PT anti-freeze, Texaco Texamatic transmission fluid, Super Motor Detergent and Marfak lubricant.

■ On the domestic consumer marketing front, Texaco's petroleum product sales volumes stood up in the face of heightened competition, which the company said caused a deterioration in product prices in 1959.

Texaco stepped up its program of service station development and improvement in 1959, and also expanded its marketing operations into Alaskan and Hawaiian markets. In mid-year, the company moved into the large and profitable east coast fuel oil market via acquisition of Paragon Oil Co. About the same time Texaco broke off negotiations for acquisition of another oil and gasoline marketer Superior Oil Co., after the deal was blocked by the Department of Justice.

■ Texaco made some radical changes in its media allotment in 1959, chopping more than $1,000,-

000 each from its spot tv, spot radio and outdoor advertising budgets. Texaco's magazine and newspaper budgets were also shaved. At the same time, Texaco pumped $6,198,830 into network television, an increase of nearly $6,000,000 over its 1958 network tv budget of $200,621.

Principal beneficiary of Texaco's cutbacks in other media in 1959 was National Broadcasting Co. In June last year Texaco signed as sponsor of the "Texaco Huntley-Brinkley Report," a 15-minute news program broadcast five days a week, 52 weeks a year. This program probably accounts for nearly two-thirds of Texaco's network tv budget.

Another big share of Texaco's budget in '59 went for an all-media, spring promotion built entirely around swingster Benny Goodman and his band. The campaign, repeated from a similar drive in '58, was themed "Swing into Spring with a Texaco Safe-T Check-Up" and featured a record album of Goodman music available to consumers at $1 plus a coupon distributed only by Texaco dealers.

■ In addition to network tv support, which included a Benny Goodman spectacular on CBS-TV in April, the drive was promoted with a radio-tv spot campaign involving some 70,000 spots in more than 100 markets, a newspaper campaign in 160 markets, and an outdoor advertising program involving more than 3,000 posters in some 100 markets. Texaco also used color spreads in national magazines in behalf of the spring promotion.

Other Texaco promotions in 1959 included a 16-page section on the American Flag as part of a color spread in *Life*, and a fall promotion offering a "Texaco Tank Truck" toy (worth $7.90) for $3.50 and coupons obtainable at Texaco dealers. The fall campaign was supported with commercials on Texaco's network tv shows, plus a month-long spot tv campaign on some 250 stations in 100 markets. Color pages in October issues of national magazines were also used. For the 20th consecutive year, Texaco in 1959 continued sponsorship of network radio broadcasts of the Metropolitan Opera. This expenditure—unmeasured—is estimated by ADVERTISING AGE to account for more than $500,000 of Texaco's total 1959 advertising budget.

■ On the personnel front, Texaco n August, 1959, appointed John H. Childs to the new post of general manager of advertising and sales promotion. Mr. Childs was ormerly vp and account supervisor on Texaco at Cunningham & Walsh. The Childs appointment ollowed the resignation in June of Donald W. Stewart, who resigned as advertising manager of the company following a "difference of opinion." In September, Texaco named James F. Coogan advertisng manager and Raymond Apy, ales promotion manager. Mr. Coogan was formerly assistant ad manager under Mr. Stewart, while Mr. Apy was assistant sales promotion manager under Jasper M. Gregory, who also resigned from he company in 1959.

Another change came in April, 959, when stockholders of the company ratified a proposal to change the company's name from Texas Co. to Texaco Inc.

The company continued its reationship with Cunningham & Walsh, New York, which handles all consumer advertising and coordination of all advertising except industrial products, handled by G. M. Basford Co.

	1959	1958
Newspapers	$ 580,640	$ 656,463
Magazines	1,270,283	1,927,524
Farm Publications	307,300	304,355
Business Publications	715,000	592,400
Spot Radio	1,840,000	2,600,000
Network Television	6,198,830	200,621
Spot Television	713,560	1,660,400
Outdoor	245,333	1,518,789
Total Measured	11,870,946	9,552,978
Total Unmeasured	6,629,054*	8,633,117
Estimated Total Expenditure	18,500,000	18,186,095

*Texaco's unmeasured figure includes costs of advertising on network radio, plus talent, production and "commercial" costs of advertising in other media. It also includes costs of sales promotion, such as Texaco's touring and map service activities.

MARKETING PERSONNEL

Sales

John W. Green, vp in charge of domestic sales department

Advertising

Ben Halsell, director of advertising and sales promotion

John H. Childs, general manager of advertising and sales promotion

James F. Coogan, advertising manager

Raymond Apy, sales promotion manager

ADVERTISING AGENCIES

Cunningham & Walsh—all consumer advertising and coordination of all advertising (except industrial products)—William W. Mulvey, management supervisor; Joseph Nelson, account supervisor; Earl Schultz, senior account exec.

G. M. Basford Co.—industrial advertising—Robert Welborn, account supervisor; Ken Thompson, account executive.

Texize Chemicals Inc.

	1959	1958
Sales	$16,436,486	$10,245,204
Earnings	615,311	309,050
Advertising	4,000,000*	3,100,000*

*Estimated by AA

Texize Chemicals Inc., Greenville, S. C., which has grown spectacularly in the past two years with the marketing of Texize liquid detergent all-purpose cleaner in southern markets, ranks 100th on the list of top national advertisers.

The company is estimated to have invested more than $4,000,000 in advertising in 1959. This was a sharp increase from an estimated $3,100,000 in 1958 and $900,000 in 1957. AA's original estimate of $5,000,000 for 1958 is now believed high.

The company's success story is reflected in 1959 earnings that doubled to $615,311 on sales of $16,436,486, up a resounding 60% over 1958.

■ W. J. Greer, Texize president, treasurer and chief executive officer, began the company in 1946. At that time it was engaged in supplying sizing and plant maintenance cleaning agents for the textile industry. Texize continues this line and is among the three largest suppliers of textile sizing in the U. S.

By 1947, one of the company's cleaning agents, a liquid detergent all-purpose cleaner, created a consumer demand that gave birth to the consumer products division, which now constitutes the lion's share of Texize sales volume.

This division markets an all-purpose cleaner (in two scents: pine oil and spring scent), floor cleaner, rug cleaner, liquid dish detergent with lanolin pine oil disinfectant, liquid bleach, regular laundry starch, transparent liquid starch and plastic liquid starch. All these products are marketed under the Texize name.

In addition, the company manufactures some private label and controlled brand products.

Texize introduced three new products this year. They are Texize Big T liquid laundry detergent, Texize laundry fluff rinse and Texize Kleer Blu bleach.

■ From the company's original market of upper South Carolina, North Carolina and Georgia, distribution has been expanded to include all of the Southeast and Southwest. Within the past two years Texize has expanded into the Midwest—Missouri, Kansas, Iowa, Nebraska and parts of South Dakota—and in other markets west of Denver, as well as Washington-Baltimore.

The advertising picture is almost entirely one of spot tv spending on Texize household cleaner, which in 1959 came to a total estimated by AA at about $3,500,000. Another $718,240 was spent in spot tv on Texy detergents, $14,380 on Texize starch, $7,200 on bleach, and $6,070 on pine oil.

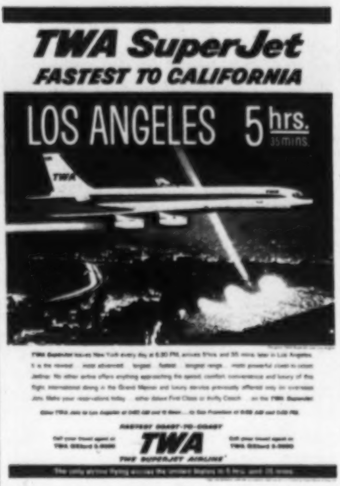
The company's $6,000,000 sales gain is impressive because of the entrance into the market of Procter & Gamble's Mr. Clean, among other competitors, during the past two years.

Texize household cleaner is believed to be the top seller in the Southeast, and shares the southwest markets almost equally with Mr. Clean.

The company has two other divisions—the textile products division, which markets textile sizing and other products for the textile industry, and the industrial products division, which markets maintenance and sanitation products for commercial buildings and institutions, supplying federal government, military and civilian industry needs. Both divisions rely primarily on personal sales effort and direct mail and do very little advertising.

■ Last December, Texize purchased a textile sizing company in Greenville—Industrial Products Co. Inc.—which had been one of its competitors in the industrial market. The company manufactures textile sizing and compounds for the textile finishing industry, and was grossing an estimated $1,000,000 annually when it was purchased.

Texize also opened a new plant in Palestine, Tex., in March, 1959, for the manufacture of consumer products. The plant serves the southwest and west central areas of the nation.



NEW TWA SYMBOL—*Trans World Airlines, which puts more than half of its ad budget into newspapers, used full pages to establish its new trademarked symbol, "TWA the SuperJet Airline."*

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 47,560	$ —
Business Publications	10,000	—
Spot Television	5,360,900*	4,704,170*
Total Measured	5,418,460*	4,704,170*
Estimated Unmeasured	250,000	200,000
Estimated Total Expenditure	4,000,000*	3,100,000*

*Advertising Age is making an exception of these figures and is adjusting the total advertising expenditure downward. The reason: spot tv expenditures, such as those shown here, measured by the Television Bureau of Advertising, are gross figures and do not allow for discounts. Nearly all of the Texize advertising expenditure went into spot tv, making the discount so important that the TvB spot television figure for Texize is considerably inflated. Total advertising expenditures shown here, after deflating the "measured" figures, are an accurate approximation of Texize expenditures.

MARKETING PERSONNEL

W. J. Greer, president, treasurer

E. H. Kittredge Jr., exec vp

H. H. McGee, vp in charge of customer relations

B. J. Dodson, manager of consumer products division

J. W. Herring, manager of market research and product planning

T. L. Waters, consumer products sales manager

W. N. Kline Jr. and John B. League, vps in charge of textile products division

T. D. Greer, manager of industrial products division

ADVERTISING AGENCY

Henderson Advertising Agency, Greenville, S. C.—all products—account supervisor: H. K. McIntyre. Account executive: P. M. Soutter.

Trans World Airlines

	1959	1958
Sales	$348,256,000	$248,664,000
Earnings	9,440,000	(1,793,000)*
Advertising	7,000,000	5,000,000

*Deficit

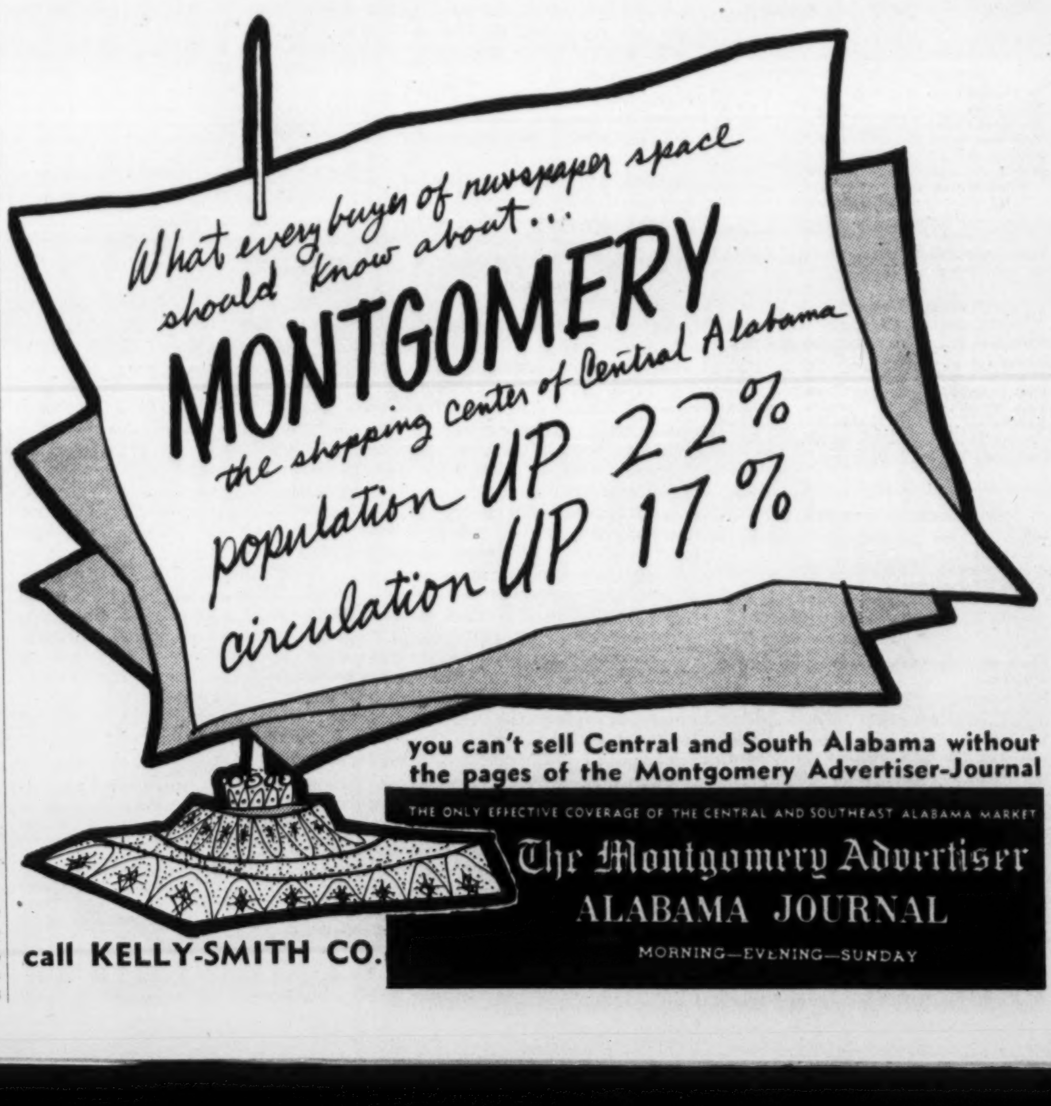
Trans World Airlines, New York, the 91st largest national advertiser, expanded its advertising by 40% last year in a large-scale campaign to introduce its new jet fleet to the public here and abroad.

A great user of symbols, TWA previously invested a considerable amount of advertising funds to promote its Jetstream service—before the days of the jet-powered aircraft. Now it has come up with a new symbol—TWA, the SuperJet airline.

The Howard Hughes airline returned to black ink last year after three years of deficits. It had lost ground because of equipment disadvantages. American Airlines beat it to jet service on domestic routes; and both Pan American World Airways and British Overseas Airways Corp. beat it to jet service across the Atlantic.

■ Boeing jets helped TWA regain ground in 1959. Sales soared by 22.3% to an alltime high of $348,256,000. Profits were the highest since 1954. TWA netted $9,400,000 despite a loss of $7,000,000 from its overseas operations. It reported a loss of $6,800,000 for the first quarter of 1960 but it expects to earn as much this year as it did in 1959.

The biggest gains in 1959 came on domestic routes, where TWA has about 16% of the market. Its passenger revenues climbed from $191,000,000 to $251,000,000, ranking fourth behind American, United and Eastern. Once again TWA led the industry in terms of coach


What every buyer of newspaper space should know about...
MONTGOMERY
the shopping center of Central Alabama
population UP 22%
circulation UP 17%

you can't sell Central and South Alabama without the pages of the Montgomery Advertiser-Journal

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET
The Montgomery Advertiser
ALABAMA JOURNAL
MORNING—EVENING—SUNDAY

call KELLY-SMITH CO.

miles flown.

On international routes, where TWA has about 10% of the market, passenger revenues slumped to $50,000,000—the lowest point in three years. Lack of jets dropped the airline to third place—behind Pan Am and BOAC—on the big trans-Atlantic run. However, latest figures show TWA has regained second place from BOAC, and the airline reports that 1960 will be the biggest international year in its history—from both revenue and earnings standpoints.

■ TWA's domestic freight revenues moved up last year from $5,700,000 to $7,300,000, well behind American's $21,000,000 and United's $14,000,000. International freight revenues increased from $3,100,000 to $3,800,000, a long way from the $36,000,000 logged by Pan Am and behind the $4,800,000 of Northwest.

TWA spent $6,000,000 in U.S. media in 1959, more than half of it in newspapers. It spent an estimated $900,000 in markets outside the U.S.—primarily in European newspapers.

The airline reported an expenditure of nearly $1,000,000 in radio during 1959, up sharply from the $566,000 spent in 1958. It put $800,000 into outdoor, again nearly double the 1958 figure.

■ TWA's international advertising account changed hands twice in less than a year. On June 1, 1959, TWA consolidated all its overseas advertising in the hands of one agency—Dolan, Ducker, Whitcombe & Stewart of London. Ten months later, following the merger of the Dolan agency with Batten, Barton, Durstine & Osborn, TWA fired the London shop and appointed its domestic agency, Foote, Cone & Belding, to coordinate its international advertising, with creative work done in New York and local agencies handling the placement.

Foote, Cone set up a Paris office to service this business and James Delong, longtime TWA ad director, retired from the company to head up this agency office in Paris. Mr. Delong was succeeded by H. G. Riegner, formerly his assistant.

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$ 3,635,000	$ 2,605,000
Magazines	491,000	437,000
Business Papers	55,000	63,000
Spot Television	21,000	103,000
Spot Radio	925,000	650,000
Outdoor	614,000	219,000
Total Measured	5,741,000	4,077,000
Total Unmeasured	1,259,000	923,000
Estimated Total Expenditure	7,000,000	5,000,000

*Measured media expenditures reported by measuring services.

ADVERTISING EXPENDITURES**

	1959	1958
Newspapers	$ 3,579,000	$ 2,493,000
Magazines	572,000	458,000
Business Papers	59,000	58,000
Spot Television	47,000	66,000
Spot Radio	972,000	566,000
Outdoor	800,000	484,000
Total	6,029,000	4,125,000

**Figures reported by TWA.

MARKETING PERSONNEL

Henry Fellows, assistant vp, planning & research
Arthur Smock, director, market research and forecasting
Lucy Pascoe, manager, market research
Gordon Gilmore, vp, public relations

Sales

Louis P. Marechal, vp & general sales manager
Clyde S. Fullerton, vp, sales services
Samuel C. Dunlap, vp, cargo sales development
John N. Martin, regional vp (New York)
James D. Harrigan, regional vp (Chicago)
Joseph W. Letzkus, regional vp (Los Angeles)
Robert E. Montgomery, regional vp (Paris)

Advertising

H. G. Riegner, director
C. A. Finkbeiner, system manager, media advertising
A. G. Huber, system manager, advertising services
F. L. McElfresh, domestic advertising manager
C. R. Cole, international advertising manager
D. Y. Ecton, supervisor, direct mail advertising & distribution
J. F. White, supervisor, advertising production
F. B. Fessler, senior staff assistant

ADVERTISING AGENCY

Foote, Cone & Belding, New York—domestic and international advertising—Elliston Vinson, management representative; Ford Sibley, account supervisor; Richard Romanelli, Robert Nell and Paul Clark, account executives; James Delong (Paris), international advertising, supervisor.

Union Carbide Corp.

	1959	1958
Sales	$1,531,343,824	$1,296,532,373
Earnings	171,637,065	124,936,845
Advertising	16,000,000*	15,270,000*

*Estimated by AA

Union Carbide Corp., the nation's 52nd largest advertiser, increased its advertising investment to an estimated $16,000,000 in 1959, up 5% from 1958.

After showing sales and profit gains in 1959, Union Carbide reported net income for the first half of 1960 was at the second highest level in the company's history. Net income for the period was $80,191,880, as against a record $90,442,617 in the 1959 first half. Sales rose to $771,642,797 from $760,146,110 in the first half of 1959.

Union Carbide, second only to Du Pont in the chemical industry, markets a wide line of products, most of them aimed at industrial users. Among its 50,000 industrial customers and distributors, the largest markets are in the chemical and allied products industries, which accounted for about 22% of sales, and in steel production, which accounted for 13%. About 7% of sales were in overseas markets.

Among Carbide's operating groups, chemicals accounted for 33% of sales in '59; alloys and metals, 18%; plastics, 22%; gases, 15%, and carbon products, 12%.

Union Carbide's sales in the first half of 1960 totaled a record $771,643,000, compared with $760,146,000 for the same period last year. Net income amounted to $81,192,000, off from $90,443,000 chalked up in the 1959 first half.

■ On the consumer front, the company in August, 1959, formed a new operating division to handle major consumer products—Union Carbide Consumer Products Co. Arthur C. Bryan, former vp and general manager of National Carbon Co., was named president, while Adger S. Johnson, former president of National Carbon, was appointed vp of Union Carbide Corp. to supervise consumer operations.

As principal consumer marketing arms of Union Carbide, the new division markets Prestone anti-freeze, Prestone car care products, Trek anti-freeze, and the Eveready line of flashlights, batteries and garden chemicals. Four new products were added to the Prestone line in 1959, bringing the total number to 21. These were an aerosol-type windshield de-icer, a windshield washer anti-freeze, a lubricant for rubber, and a carburetor and metal parts cleaner. The Eveready garden products line was augmented by a new crabgrass killer and a new grass oil spray, bringing the number of products in the line to 14.

■ The company, with its Eveready line, continued to be the nation's leading marketer of batteries and flashlights in 1959, producing and marketing close to 300 different types of batteries under the brand name. Carbide reported that sales of Eveready and Prestone products increased some 7% in 1959.

Prestone anti-freeze, the No. 1 product in Carbide's consumer stable, continued to hold a major share of the anti-freeze market last year despite increased competition in the field. Prestone and Du Pont's Zerex are believed to account for more than half of total anti-freeze sales in the U.S. In addition, Prestone does a considerable business in manufacturing anti-freeze for private labels.

■ Union Carbide invested more than 65% of its advertising last year in finished consumer products, which account for about 11% of company sales.

Prestone anti-freeze continued to be the company's most heavily promoted product in 1959. During the fall Carbide had ten network television shows going for the product, including "Sugarfoot," "Cheyenne," "Jubilee U.S.A.," "Saturday Night Pro Football," "The Alaskans," "Markham" and "Doug Edwards with the News." Prestone was featured on all these shows, with occasional 30-second spots scheduled for Eveready flashlights and batteries.

According to TvB, Carbide invested $756,379 in network tv for Prestone last year, and $157,912 for Eveready products. When talent and production costs are included—together with unmeasured expenditures for institutional and other advertising—Carbide's 1959 commitment in network television probably exceeded $2,500,000.

Prestone anti-freeze and car care products got some $500,000 in spot television, while another $500,000 went to support Prestone in newspapers. An additional $400,000 went into newspapers for Eveready. Union Carbide's magazine expenditure—principally for institutional, "corporate image"-type ads—totaled $2,700,000.

■ Carbide has another leading consumer item in its "6-12" insect repellent, marketed by Union Carbide Chemicals Co. Some $200,000 was invested in newspapers and magazines for this product last year. Dynel fiber is also marketed by this division.

As a major supplier to industry, Carbide is a heavy advertiser in business papers. Last year the company reported about $2,000,000 invested in the medium, of which $1,660,000 was the measured expenditure. In magazines Carbide doubled its expenditure to $1,569,077.

■ Linde Co., another Carbide division, markets synthetic gems, as well as being a leader in industrial gases. In 1959 it introduced the Lif-O-Gen emergency oxygen unit, which is small enough to be carried in briefcase or handbag.

Pyrofax Gas Corp., another subsidiary, supplies bottled gas for home, farm and industrial use. The line of gas ranges and water heaters marketed under the Pyrofax trademark was augmented last year by the addition of gas clothing dryers. The company has reported a substantial gain in sales in this and other appliances marketed by Pyrofax.

Union Carbon Plastics Co., another subsidiary, produces a wide range of plastics used in manufacturing of various items (phonograph records, toys, etc.) and in packaging. Also, some $125,000 was invested in magazines last year in support of Visking film, made by Carbide's Visking Co.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 824,145	$ 897,636
Magazines	1,569,077	784,226
Farm Publications	105,554	61,931
Business Publications	1,662,300	1,583,100
Spot Radio	800,000	800,000
Network Television	914,291	1,305,373
Spot Television	481,030	40,970
Outdoor	——	42,633
Total Measured	6,356,397	5,515,869
Total Unmeasured	9,643,603	9,754,131
Estimated Total Expenditure	16,000,000	15,270,000

MARKETING PERSONNEL

Advertising

George Sykes, manager, corporate advertising and public relations
Joseph P. Reap, manager, advertising, Haynes Stellite Co.
Homer R. Morrison, manager, advertising department, Linde Co.
Charles G. Ollinger, advertising coordinator, National Carbon Co.
Richard B. Barker, advertising and sales promotion manager, Pyrofax Gas Corp.
Geoffrey F. Brown, manager, advertising, Silicones Division
George B. Moynahan, manager, advertising, Union Carbide Chemicals Co.
Robert K. Kennedy, advertising manager, textile fibers department, Union Carbide Chemicals Co.
Albert H. Brust, manager, advertising and sales promotion, Union Carbide Consumer Products Co.
Clinton V. Pickering Jr., manager, advertising department, Union Carbide International Co.
Laurence F. Granger, manager, advertising, Union Carbide Metals Co.
Fritz E. Loeffler, manager, sales promotion, Union Carbide Metals Co.
Robert W. Boggs, manager, advertising, Union Carbide Plastics Co.
William R. Hemrich, advertising manager, food casings, Visking Co.
William A. Heinemann, advertising manager, plastic film, Visking Co.

ADVERTISING AGENCIES

J. M. Mathes Inc., New York—corporate, Jan. H. H. Meyer, account executive; Union Carbide Plastics, David Clark; Union Carbide Metals and Haynes Stellite Co., Roger N. Peterson; Linde Co., Charles J. Leavitt Jr.; Silicones Division, Walter H. Preston; Pyrofax Gas Corp. and Union Carbide Chemicals divisions, Steven Berezney; "6-12" insect repellent and private brand anti-freeze, Charles J. Leavitt Jr.

Chirurg & Cairns, New York—textile fibers (Dynel)—Thomas R. Vohs, account executive.

Richard Bandler Co., New York—Linde (classified telephone directories only)—Charles Waite, account executive.

William Esty Co., New York—National Carbon Co. (National carbon products); Union Carbide Consumer Products (Prestone and Eveready products)—James F. Behan, account executive.

Albert Sidney Noble Advertising, New York—Union Carbide Chemicals (agricultural chemicals)—A. S. Noble, account executive.

National Export Advertising Service, New York—Union Carbide International—Joseph Madden, account executive.

The Rockmore Co., New York—blend fabrics trademarked Bondyne—M. Oeschner, account executive.

O. S. Tyson Inc., New York—Union Carbide Chemicals (Ucon fluorocarbons)—Howard A. Guavain, account executive.

Edward H. Weiss & Co., Chicago—Visking Co., K. A. Murison, account executive.

U. S. Steel Corp.

	1959	1958
Sales	$3,643,000,000	$3,472,100,000
Earnings	245,500,000	301,500,000
Advertising	14,069,800	11,811,000

U.S. Steel Corp., Pittsburgh, was the 63rd largest national advertiser in 1959 with an expenditure of $14,069,800, up 19% from 1958.

The company ranks third in sales among industrial companies in the U.S. and is the nation's largest steel company. (Bethlehem is second, Republic third, Armco fourth and Inland fifth.)

■ Although sales in 1959 were 5% higher than in 1958, earnings dropped 19%. The company attributed the earnings drop chiefly to the steel strike.

The company has production facilities near all important steel consuming areas of the nation. Operations are fully integrated, from coal and ore to finished products, with such other items as coal, chemicals and cement contributing to volume. The corporation is also a major supplier of ore to other producers.

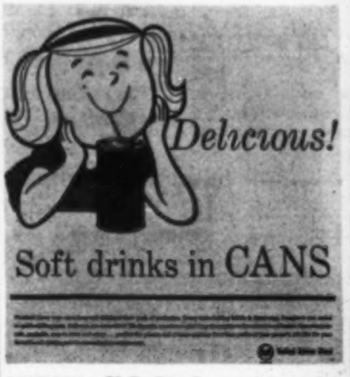
The advertising program is directed to three groups: The general public, the business public and U.S. Steel customers.

To accomplish this three-point objective, U.S. Steel uses such media as television, radio, newspapers, magazines, business publications, farm publications, outdoor, direct mail, exhibits and motion pictures.

■ U.S. Steel has for several years maintained a continuing program to build and maintain with the public a favorable image for steel and a preference for products made of steel. Four-color spreads in magazines and television commercials on "The United States Steel Hour" and the daytime "I Love Lucy" show (both on CBS) support this program, promoting a wide variety of consumer merchandise made of steel.

A parallel program, to create and maintain a favorable image for steel in the minds of business leaders, consists of three-page "Special Report" ads in weekly news magazines. Ads call attention to uses of steel in progressive industries.

■ Notable among U.S. Steel marketing activities on behalf of its customers' products are programs in the automotive and soft drinks fields. Television, magazines and outdoor are principal consumer media used to enhance and reinforce the public's preference for steel in automobiles. Helping to speed the growth of the market for soft drinks in cans is a program using newspapers and outdoor for local market impact and television for national coverage.



SOFT SELL—*U.S. Steel uses two-color r.o.p. newspaper ads like this to help USS customers sell canned drinks to the public. Outdoor and tv also are used in this phase of USS advertising.*

All appropriate U.S. Steel advertising features the Steelmark, used both by the steel industry and by manufacturers of products made of steel, to symbolize the qualities and advantages of steel as a basic material.

■ U.S. Steel's many divisions and subsidiaries include:

American Bridge division, Pittsburgh; American Steel & Wire division, Cleveland; Columbia-Geneva Steel division, San Francisco; Consolidated Western Steel division, Los Angeles; Michigan Limestone division, Detroit; National Tube division, Pittsburgh; Oil Well Supply division, Dallas; Oliver Iron Mining division, Duluth; Pittsburgh Steamship division, Cleveland; Tennessee Coal & Iron division, Fairfield, Ala.; U.S. Steel Homes division, Pittsburgh; U.S. Steel Supply division, Chicago; Universal Atlas Cement division, New York; and U.S. Steel Export Co., New York.

■ Advertising expenditure figures shown below are based on the usual sources for measured media figures, plus unmeasured media figures supplied by the company.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 927,458	$ 461,429
Magazines	2,110,135	2,034,253
Farm Publications	285,596	301,911
Business Publications	3,837,900	2,683,900
Network Television	3,225,820	3,086,950
Spot Television	48,660	——
Outdoor	90,648	——
Total Measured	10,527,217	8,570,443
Total Unmeasured	3,543,600	3,240,600
Total Expenditure	14,069,800	*11,811,000

*Revised.

MARKETING PERSONNEL

Sales

B. E. Estes Jr., vp, marketing

Advertising

John Veckly, director of advertising
H. W. Hoffman, assistant director—administration
R. J. Wilcox, assistant director—creative services
W. H. Crawford, business manager

Market Development

R. C. Myers, director of market development
D. R. Waugh, assistant director of market development

AMERICAN BRIDGE DIVISION
Pittsburgh

MARKETING PERSONNEL

W. B. Hunter, vp—contracting
W. F. Taylor, manager—advertising

AMERICAN STEEL & WIRE DIVISION
Cleveland

MARKETING PERSONNEL

E. A. Murray, vp in charge of sales
O. B. Stauffer, manager—advertising
W. H. Guterl, manager—marketing

COLUMBIA-GENEVA STEEL DIVISION
San Francisco

MARKETING PERSONNEL

R. W. Seely, vp in charge of sales
R. G. Hill, manager of advertising

CONSOLIDATED WESTERN STEEL DIVISION
Los Angeles

MARKETING PERSONNEL

P. M. Cobb, vp in charge of sales
F. H. Schenck, manager, marketing services

NATIONAL TUBE DIVISION
Pittsburgh

MARKETING PERSONNEL

R. E. Williams, vp in charge of sales
T. W. Gamble, manager of advertising
S. W. Verner, manager of market development

OIL WELL SUPPLY DIVISION
Dallas

MARKETING PERSONNEL

M. F. Hazel, vp in charge of sales
F. M. Wilbur, manager, advertising and market development
Kenton Chickering, general sales staff manager

TENNESSEE COAL & IRON DIVISION
Fairfield, Ala.

MARKETING PERSONNEL

D. A. Challis Jr., vp in charge of sales
W. L. Smith, general manager—marketing

U. S. STEEL EXPORT CO.
New York

MARKETING PERSONNEL

J. W. Garrett, vp—commercial
Walter Jones, manager of advertising and market development

U. S. STEEL HOMES DIVISION
Pittsburgh

MARKETING PERSONNEL

H. R. Black, general manager—sales
S. J. Mack, manager—sales development

U. S. STEEL PRODUCTS DIVISION
New York

MARKETING PERSONNEL

W. I. Hanrahan, vp in charge of sales
N. K. Schnaitter, manager—marketing services

U. S. STEEL SUPPLY DIVISION
Chicago

MARKETING PERSONNEL

K. P. Rindfleisch, vp—commercial
H. P. Graef, manager, marketing services
L. A. Douglass, assistant manager, marketing services

UNIVERSAL ATLAS CEMENT DIVISION
New York

MARKETING PERSONNEL

F. T. Wiggins, vp—commercial
J. A. Sullivan, director of advertising and public relations
W. J. McCullough, assistant to vp—general sales (market development representative)

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Pittsburgh—Burton E. Vaughan, vp and Pittsburgh office manager; Fred L. Sharp, U. S. Steel account supervisor; E. G. Mantle, manager, staff administration; R. B. Funkhouser, supervisor, television commercials, national advertising and promotions; Jack Bernardy, supervisor, central operations products. Divisional advertising supervisors: E. G. Mantle, American Steel & Wire; Jack Bernardy, American Bridge; F. P. Clements, National Tube, Oil Well Supply, Tennessee Coal & Iron, U. S. Steel Supply, U. S. Steel Homes; W. A. Oliver (New York), U. S. Steel Export; W C. Mahoney (New York), U. S. Steel Products; E A. Hosp (New York), Universal Atlas Cement; S. K. Berdrow (San Francisco), Columbia-Geneva Steel; R. Rhoads (Los Angeles), Consolidated Western Steel, U. S. Steel Products.

Vick Chemical Co.

	1959†	1958
Sales	$115,227,829	$107,042,993
Earnings	12,156,819	10,070,239
Advertising	12,000,000*	10,000,000*

†Fiscal year ended June 30, 1959
*Estimated by AA

Vick Chemical Co., New York, the nation's 70th largest advertiser, boosted its advertising expenditure 20% to an estimated $12,000,000 in 1959.

In addition to $6,245,919 in measured media, the company spent a substantial additional amount in such unmeasured areas as samples and direct mail to doctors, veterinarians and hospitals, and for samples, demonstrations and movies in foreign markets.

Sales rose 7% to $115,227,829 and earnings increased 20% to $12,156,819 in the fiscal year ended June 30, 1959.

The sales picture continued to improve in the fiscal year ending June 30, 1960. Sales were at $132,000,000, up 14.5% over the previous year, and earnings of $14,300,000 were 17.2% ahead of last year.

■ Vick Chemical, which markets 3,000 products, operates in four major areas—proprietary drugs, ethical drugs, veterinary drugs, and chemicals and plastics.

Sales of proprietary drugs increased 18% last year to $50,300,000. This represented 44% of Vick Chemical's total sales volume. A portion of this increase came from the Lavoris Co. and Milton Antiseptic Ltd., both acquired by Vick Chemical on Oct. 1, 1958.

Ethical and veterinary drug sales rose 9% last year to $48,600,000. A part of this increase came from Walker Labs., purchased by Vick Chemical on July 2, 1958. Sales of chemicals and plastics jumped 12% to $15,000,000.

International sales, which included 117 countries outside of the United States, represented $25,200,000 last year. Some 210,000,000 packages of Vick's products were sold through 500,000 stores throughout the world.

■ Vick Chemical placed the major portion of its advertising budget in television again last year. It invested $3,115,200 in spot tv, almost $1,000,000 more than the previous year; network tv was more than doubled to $1,272,741. With the exception of $53,690 spent on Lavoris mouthwash, the company devoted its entire spot tv budget to Vicks cold remedies. The nation's 31st largest spot tv advertiser last year, Vick said it spends heavily in the medium to be able to use saturation schedules during the peak colds seasons.

The international division advertises in 563 newspapers and magazines and on 542 radio and tv stations. In addition, it uses sampling, movies, soundtrucks, demonstrations, outdoor signs and indoor displays.

■ Vick Chemical's principal consumer division is its Vick Products division, which makes and markets a line of proprietaries, including Vicks VapoRub, undisputed world leader in the cold medication field; Vicks Double-Buffered cold tablets; Vicks cough drops, including Vitamin C cough drops; Vicks throat lozenges; Vicks inhaler, Vicks Medi-Mist, and Vicks cough syrup.

Four new colds medications were introduced by Vick Products division in September, 1959: Vicks VapoSteam, liquid medication with PED, new wetting agent which Vick said doubles the effectiveness of steam treatment for colds; Vicks Formula 44 cough mixture; Vicks Sinex nasal spray; and Vicks Bio-Medic throat discs.

In the non-colds field, Vick Products has added Lavoris mouth wash, with its acquisition of the Lavoris Co. Vick has begun test-marketing Lavoris Antibacterial Oral Spray, a companion to the mouthwash, and national introduction was scheduled for August, 1960. Last March, Vick Products acquired the Clearasil line of medications for treatment of pimples and acne. Presently available in ointment, lotion and soap, Clearasil medication now is being test-marketed in shampoo form. Major product of Vick's first overseas acquisition, Milton Antiseptic Ltd., is Milton Fluid, said by Vick to be used by 75% of British hospitals and 40% of British mothers in sterilizing baby bottles.

Only 4-HOUR relief with tablets
Full 10-HOUR relief with VapoRub
NEVER GO TO BED WITH A COLD
...without Vicks VapoRub
Vicks VapoRub

ADVICE TO MOTHER—*Vick Chemical ran this page in Ebony for Vicks VapoRub, world leader in cold medication field.*

■ Vicks International division introduced Vitamin C cough drops in 60 countries, and Formula 44 in France, the Philippines and India. It also launched Vicks Double-Buffered cold tablets in four countries and introduced Impact, a general analgesic with vitamin C and quinine, in the Philippines.

Vick Chemical's ethical operation is comprised of four principal divisions: Wm. S. Merrell Co., which turns out a line of pharmaceutical drugs made from synthetic organic chemicals; National Drug Co., which makes biochemical drugs and biologicals; Merrell-National (Overseas) Laboratories, which markets ethical products abroad; and the most recently acquired, Walker Laboratories, which produces more than 100 vitamin and nutritional specialties.

The National Drug and Wm. S. Merrell companies introduced a new appetite control drug which Vick claims does not stimulate the central nervous system. It is called Tepanil by National and Tenuate by Merrell. Major new products brought out by Merrell during the year 1959-60 include MER/29, anticholesterol drug; Ostamer, plastic foam for repair of non-union and

F. W. DODGE CORPORATION
Guide to HOME-PLANNING Literature
YOURS FOR THE ASKING
This valuable folder offers free information on many of the most important types of products and services you are now considering for your new home ... including latest products and developments you should know about.
Don't miss this convenient opportunity to
Get the facts before you buy!

This is your MASTER KEY

to the 2⅓ billion dollar custom home market

Families who build custom homes are in the market *just once!* If you want to sell them you have to reach them during that one brief period!

These families are the cream of the home building market because they spend an average of *35% more* to get what they want!

The GUIDE TO HOME-PLANNING LITERATURE is your entree to this rich market. Leading companies use the GUIDE to offer literature on their products and services to these "one-time buyers". The GUIDE is mailed to these prime prospects on a day-by-day basis — as they are discovered and qualified by the Dodge field staff of over 1,000 trained reporters. Your offer of literature reaches these families for about the cost of a postage stamp apiece — at the time their interest in your type of product or service is at its peak. This is the time of decision — for them, and for you!

The GUIDE is a new and effective medium that is achieving outstanding results for a wide variety of companies. Write today for a copy of the GUIDE, actual examples of results, and descriptive literature. Next closing is October 15. Standard agency commissions apply.

F. W. Dodge Corporation
Construction News & Statistics Division, Dept. ADA 80A
119 West 40th Street, New York 18, N. Y.

Please send a copy of the GUIDE TO HOME-PLANNING LITERATURE and complete facts.

Name________________
Company________________
Address________________
City__________ Zone_____ State_____

F. W. DODGE CORPORATION

Other Dodge publications and services:
Architectural Record • Sweet's Catalog Service • Dodge Reports • Dodge Construction Statistics.

New Vicks "Cough Silencer" stops nagging coughs
VICKS COUGH SYRUP
Formula 44

DOUBLE PLUG—*B&w page in magazines urges purchase of both Formula 44, introduced last September, and Vicks cough syrup "so your family is free from nagging coughs tonight."*

pathologic bone fractures; and Simron Plus for treatment of iron deficiency. National's major new products were Orenzyme, oral medication in the treatment of inflammation and edema; AVC suppositories for vaginal infections; and Tridecamine, for relief from discomfort of allergies.

▪ Jensen-Salsbery Laboratories and Hess & Clark produce a wide variety of veterinary drugs. The J. T. Baker Co., which turns out a line of fine chemicals, added 43 reagents to its line last year. Extruded Plastics Inc. doubled its sales of Tulox plastic packages for ethical and proprietary drugs.

Specialized promotion techniques are used to market Vick's products, other than its proprietary drugs. The ethical line, for example, is promoted in literature for doctors and advertised in medical publications. In addition, detail men discuss the scientific backgrounds and uses of the new drugs with physicians in person.

Hess & Clark, which produces proprietary veterinary drugs, advertises to farmers through radio and farm publications. On the other hand, Jensen-Salsbery, which makes ethical veterinary drugs, promotes them in professional publications and through detail men who make personal visits to veterinarians. Baker's chemicals are promoted by direct mail and advertising in industrial publications.

▪ Vick companies overseas spend an estimated $3,000,000 annually on advertising. Several overseas advertising agencies work on Vick's foreign operations, but McCann-Erickson has emerged in recent years as its principal agency abroad. More than 85% of Vick's products sold in foreign markets is produced abroad. Manufacturing plants operate in 25 foreign countries.

During the fiscal year ended June 30, 1959, Vick Chemical spent $4,200,000 for research and an additional $700,000 to expand its research facilities. Walker Laboratories completed a new plant in Mt. Vernon, N.Y., last summer. In addition, the Wm. S. Merrell Co. constructed a medicinal chemistry laboratory in Cincinnati, O., and Hess & Clark completed its Nutrition Research Center in Ashland, O. A new building for virus-vaccine production was added to National Drug's laboratory in Swiftwater, Pa.

▪ Among the executive changes at Vick Chemical, R. D. Waters was named president of Vick Products division in July, 1959, succeeding Kirby Peake, who resigned to join Carter Products. Mr. Waters was succeeded as president of Hess & Clark by H. A. High, who also continued as a senior vp of Vick Chemical Co. Myron Walker became chairman of the board of Walker Laboratories in July, 1960, and Clark H. Carter was named president.

On the agency front, Vicks Double-Buffered cold tablets were moved in February, 1960, to Sullivan, Stauffer, Colwell & Bayles from Ogilvy, Benson & Mather, where it had been one year. Wm. S. Merrell Co. appointed William Douglas McAdams Inc. to handle the new MER/29. Batten, Barton, Durstine & Osborn was named to handle the new Clearasil shampoo account. Morse International was given Vicks cough-syrup, formerly at BBDO, and Lavoris mouthwash, previously with Pidgeon, Savage, Lewis.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers ....$	413,102	$ 610,658
Magazines	861,282	1,002,443
Farm Publications ..	443,494	300,759
Business Publications	140,100	136,000
Network Television	1,272,741	510,621
Spot Television	3,115,200	2,280,210
Outdoor	———	75,800
Total Measured	6,245,919	4,916,491
Total Unmeasured	5,754,081	5,083,509
Estimated Total Expenditure	12,000,000	10,000,000

VICK PRODUCTS DIVISION
New York

MARKETING PERSONNEL

E. B. Newsom, vp
W. P. Jefferey Jr., vp
A. J. Elias, vp

Advertising

E. P. Zobian, vp and director of advertising
R. G. Secrist, advertising manager
H. W. Finch, advertising manager
G. E. Morgan, advertising manager
J. H. Williford, advertising manager
D. M. Close, advertising manager

ADVERTISING AGENCIES

Morse International, New York—all products except Vicks Double-Buffered cold tablets and Clearasil—J. G. Reda, B. S. Mantz, D. Rahman and J. Bruno, account executives.

Sullivan, Stauffer, Colwell & Bayles, New York—Vicks Double-Buffered cold tablets—R. Smith, account supervisor, and H. Hagedorn, account executive.

Lennen & Newell, New York—Clearasil medication—E. C. Simons, account supervisor.

Batten, Barton, Durstine & Osborn, New York—Clearasil shampoo—P. Russell, account supervisor, and L. Brower, account executive.

VICK INTERNATIONAL DIVISION
New York

MARKETING PERSONNEL

A. V. Ellrodt, vp
T. M. Plowden, vp
M. S. Lewis, vp

ADVERTISING AGENCY

Morse International, New York—all domestic advertising—no account executive assigned.

WM. S. MERRELL CO.
Cincinnati

MARKETING PERSONNEL

P. Ritter, vp in charge of marketing and sales manager
G. Totten, director of advertising and promotion

ADVERTISING AGENCIES

Sudler & Hennessey, New York—all products except MER/29—Stuart Williams, account supervisor.

William Douglas McAdams Inc., New York—MER/29—De Forest Ely, M.D., account supervisor.

NATIONAL DRUG CO.
Philadelphia

MARKETING PERSONNEL

T. E. Ersly, sales manager

Advertising

W. H. Von Rosenstiel, advertising manager

ADVERTISING AGENCIES

William Douglas McAdams Inc., New York—Bradley Burch, account supervisor.

Harvey & Thomas, Philadelphia—E. G. Thomas, account executive.

WALKER LABS.
Mt. Vernon, N.Y.

MARKETING PERSONNEL

R. P. Smith, assistant advertising and sales promotion manager
J. F. Pendrak, assistant sales manager

ADVERTISING AGENCY

Sudler & Hennessey, New York—all products—Stuart Williams, account supervisor, and Walter Wilkins, account executive.

JENSEN-SALSBERY LABS.
Kansas City, Mo.

MARKETING PERSONNEL

J. C. Davis, vp and general sales manager

ADVERTISING AGENCY

Wilson-Saylor-Ware, Chicago—all products—Robert H. Ware, account supervisor; Larry J. Cullen, account executive; Lynn A. Saylor, market and media director; Richard H. Wilson, production supervisor.

HESS & CLARK
Ashland, O.

MARKETING PERSONNEL

R. H. Eshelman, vp and general sales manager

ADVERTISING AGENCY

Klau-Van Pietersom-Dunlap, Milwaukee—all products—E. E. Cooper, account supervisor, and Marvin L. Rand, manager of agriculture—consumer public relations division.

J. T. BAKER CHEMICAL CO.
Phillipsburgh, N.J.

MARKETING PERSONNEL

W. F. Schumacher, vp in charge of sales
C. H. Slater, marketing and advertising manager

ADVERTISING AGENCY

Wildrick & Miller, New York—all products.

Hiram Walker-Gooderham & Worts

	1959	1958
Sales	$412,121,674	$384,028,204
Earnings	23,694,387	21,854,494
Advertising	15,500,000*	15,500,000*

*Estimated by AA

Hiram Walker-Gooderham & Worts Ltd., Walkerville, Ont., through its affiliates (about 85% or 90% of Walker's sales are in the U. S.) is the nation's 54th largest advertiser. Advertising expenditures in 1959, estimated by ADVERTISING AGE at $15,500,000, remained about the same as in 1958 with major emphasis on newspapers and magazines.

In the current fiscal year, net earnings were $17,567,713 for the first nine months ending May 31, almost exactly level with $17,525,424 for the corresponding period in 1959. All figures are stated in U. S. currency.

▪ Walker ranks fourth in sales among U. S. distillers. Leading the field in sales is Joseph E. Seagram & Sons, followed by National Distillers & Chemical Corp. and Schenley Industries in third place.

Besides its Peoria, Ill., plant, the largest in the world, the company has 13 other distilleries in four countries. The Walkerville plant is the largest beverage distillery in Canada and the Dumbarton, Scotland, plant is the largest in Europe.

No major distributing changes were made in the past year and Walker's lineup remains the same.

▪ The corporation's major sales subsidiary is Hiram Walker Inc., Detroit. Others active in advertising are Jas. Barclay & Co., Detroit; Gooderham & Worts, Detroit, and W. A. Taylor & Co., New York. Besides these, there are a number of distributing and distilling subsidiaries.

The bulk of the corporation's ad expenditures is by Hiram Walker Inc., which puts most of its promotion behind Canadian Club, Imperial and Walker's DeLuxe whiskies.

The products of another Walker subsidiary, George Ballantine & Son Ltd., are imported and distributed by 21 Brands Inc., New York.

Walker's advertising investment is divided almost equally between measured media and unmeasured promotion. Magazines get 50.5% of the measured total in 1959, newspapers 41%, outdoor 7% and business publications 1.5%.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers ....$	3,445,156	$ 3,172,957
Magazines	4,243,150	4,030,815
Business Publications	153,400	77,500
Outdoor	586,519	785,088
Total Measured	8,428,225	8,066,360
Total Unmeasured	7,217,775	7,433,640
Estimated Total Expenditure	15,500,000	15,500,000

HIRAM WALKER INC.
Detroit

Canadian Club, Imperial, Walker's DeLuxe bourbon, Little Brown Jug bourbon, Ten High, Private Cellar, Twin Seal, Meadow Brook, Hiram Walker's Gin, Hiram Walker's Vodka, Hiram Walker's liqueurs, cordials, cocktails and brandies.

MARKETING PERSONNEL

Ross Corbit, president and general sales manager
Jack Musick, vp and assistant general sales manager
Raymond Revit, vp, eastern division, and president of Hiram Walker Distributors Inc., New York
Jules Kanter, vp and sales manager, Hiram Walker Distributors Inc., New York
B. H. Sykes, vp, central division, and president of Hiram Walker Distributing Co., Chicago
P. J. Spengler, vp, western division, San Francisco

Advertising

Herbert A. Lehrter, advertising manager
James W. McConnell, assistant advertising manager—magazine and trade
K. S. Kersey, assistant advertising manager—newspaper and outdoor
F. L. Fisher, national sales promotion manager
L. H. Bender, display production manager

Public Relations

J. F. Wright, manager of publicity

ADVERTISING AGENCIES

C. J. LaRoche & Co., New York—Canadian Club, Hiram Walker's Gin, Hiram Walker's mixed cocktails and cordials—John S. Graetzer, account supervisor; John Rich, account executive.

Foote, Cone & Belding, Chicago—Imperial, Walker's De Luxe bourbon, Meadow Brook rye and Hiram Walker's vodka, Little Brown Jug bourbon—Carl Hertzberg, account supervisor, Ed Seaton, account executive.

Maxon Inc., Detroit—Ten High bourbon, Hiram Walker's Private Cellar bourbon, Twin Seal bourbon—James G. MacPherson, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers ....$	2,960,348	$ 2,646,720
Magazines	3,283,482	3,144,963
Business Publications	130,000	77,500
Outdoor	273,749	573,075
Total Measured	6,647,579	6,440,258

JAS. BARCLAY & CO. LTD.
Detroit

Corby Reserve, Corby's Special Selected Canadian whisky, Park Lane, Senator Corby, Royal Canadian whisky, Barclay's London Dry gin, Barclay's Bonded and Barclay's bourbon whiskies, Barclay's brandy, Grand Macnish scotch and Macnish V.L.

MARKETING PERSONNEL

Carl Rentschler, president
Arch Howie, assistant to the president
Norris Macdonald, vp and sales manager—open states

Advertising

Leslie S. Gillette, advertising and sales promotion manager

ADVERTISING AGENCY

Brooke, Smith, French & Dorrance, Detroit—all products—Blount Slade, account supervisor; Owen A. Brady, account executive; Fred Nordsiek, assistant account executive, and Charles Hicks, creative supervisor.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$336,088	$392,252
Magazines	92,579	114,475
Business Publications	23,400	25,000
Outdoor	130,294	180,794
Total Measured	582,361	712,521

GOODERHAM & WORTS LTD.
Detroit

William Penn, G&W Seven Star, G&W Five Star blended whisky, G&W Private Stock, Mill Farm, Mountain Ridge bourbon, Sherbrook bourbon and rye, G&W Special Canadian, G&W "1832" Decanter (Canadian), G&W gin, Five O'Clock and John Collins gins, Five O'Clock Vodka, Lauder's scotch.

MARKETING PERSONNEL

Raymond W. Sibbert, president and general sales manager
Walter Botsford, administrative assistant

Advertising

A. H. Delsener, sales promotion manager

ADVERTISING AGENCY

Simons-Michelson Co., Detroit—all products—Lawrence Michelson and Leonard Kurland, account executives.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 62,629	$ 48,049
Magazines	———	3,731
Outdoor	182,476	9,827
Total Measured	245,105	61,607

W. A. TAYLOR & CO.
New York

Old Smuggler scotch, Maraca rum, John Jameson Irish whisky, Drambuie scotch liqueur, Sandeman ports and sherries, Pol Roger champagne, Courvoisier cognacs, Booth's House of Lords and High & Dry gins, and Old Tom gin.

MARKETING PERSONNEL

Greg Wedell, president and general manager

Advertising

L. A. Roden, vp and advertising manager

ADVERTISING AGENCY

Charles W. Hoyt Inc., New York—all products—Everett W. Hoyt, account supervisor, William Baumert, account executive.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 86,091	$ 56,909
Magazines	858,789	767,646
Outdoor	———	21,392
Total Measured	944,880	845,947

Stanley Warner Corp.

	1959	1958
Sales	$123,877,000	$113,319,000
Earnings	4,812,000	2,333,000
Advertising	15,500,000*	14,500,000*

*Estimated by AA

Stanley Warner Corp., New York, the country's 54th largest advertiser, is estimated by ADVERTISING AGE to have boosted its advertising expenditures about 7% to $15,500,000 in 1959.

▪ The fiscal year ended Aug. 29, 1959, was a spectacular one for earnings, which doubled to $4,812,000. Theater admissions and merchandise sales rose 10% to $123,877,000.

NEW PERFECTED PLAYTEX

FAMILIAR SIGHT—*This is undoubtedly the best known girdle on tv, thanks to the Playtex barter saturation technique that has spread the company's tv dollars very effectively around the spectrum. Playtex, a leading Stanley Warner product, has an estimated 25% of the girdle market.*

In the first half of fiscal 1960, earnings slipped back 8% to $2,075,000, with the biggest decline coming in the second quarter. S. H. Fabian, president of the company, attributed the drop to the "introduction of new styles of foundation garments and large promotional expenses." Sales were $63,521,500, up from $61,881,500 in the previous first half.

Advertising was increased in spot tv, and it was enough to offset a sizable decrease in the newspaper budget. Television is the principal medium for products marketed through the Playtex and pharmaceuticals divisions. The theater end of this company's divergent operation leans just as heavily on print.

▪ Last September, the first month of the 1960 fiscal year for the company, Stanley Warner sold most of its remaining Cinerama properties to Cinerama Inc. for $3,000,000 cash. This contributed an after-taxes profit of $180,000, which will be reflected in the 1960 report.

■ During 1959 the theater division continued to weed out unprofitable properties. It sold 16 theaters and gave up leases on eight others, which together had recorded losses of about $205,000 in 1959. This division, which spends about $2,000,000 in advertising, continued to bemoan the short supply of fresh, good Hollywood films.

The happiest show business news for this company came in January, 1959, when the Stanley Warner tv outlet in Albany-Troy switched from a uhf channel to a vhf channel and took the new call letters, WAST.

■ From the advertising point of view the most important divisions in the Stanley Warner Corp. are Playtex and pharmaceuticals. Most heavily pushed products and their spot tv budgets are Playtex girdles, $2,264,580; Playtex bras, $2,211,890, and Isodine gargle, $1,292,030. Eight other products shared the remainder of the spot tv budget.

Indications are that all spot tv figures tend to be a bit inflated, since the discounts can run very high in this medium. This is especially true for Playtex, which has perfected the bartering of film for time to a highly polished art. These days the bartered time is mixed with bought schedules.

In major markets Playtex is reported to be the top selling girdle brand, while it ranks second in bra sales.

■ Last year was a year of agency shifts for Stanley Warner. In September, the $4,000,000 girdles account moved from Reach, McClinton & Co. to Ted Bates & Co. In mid-year Brown & Butcher was named to handle a new Isodine product.

Stanley Warner also owns Tailby-Nason Corp., which is marketing a line of ethical drug products under the name, Betadine. Included are topical antiseptic, aerosol spray, shampoo, etc.

In February, 1960, the company acquired Sarong Inc. Victor K. Kiam II, vp of marketing for the women's wear division of International Latex, was named vp and general manager of this operation. Donahue & Coe was appointed to handle the account.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 462,840	$ 995,358
Magazines	48,203	123,143
Farm Publications	2,512	———
Network Television	14,570	———
Spot Television	7,381,340	5,678,510
Total Measured	7,909,465	6,797,011
Total Unmeasured	7,590,534	7,702,090
Estimated Total Expenditure	15,500,000	14,500,000

STANLEY WARNER CORP.

MARKETING PERSONNEL

Harry Goldberg, manager of advertising and public relations for the parent company and theater division

PLAYTEX DIVISION

MARKETING PERSONNEL

Marketing and Sales

A. B. Peterson, vp, Playtex products
Bernhard Denmark, vp, family product marketing
Donald Stricklin, national sales manager, family products
Harold Rudominer, vp, bra marketing
Harve Williams, marketing director, girdles
John Maisano, national sales manager, bras
Ralph Winston, national sales manager, girdles
William Shannon, new products manager, family products

Advertising

David Ketner, vp charge of advertising
Samuel Mantell, sales promotion manager
Crowell Baker, brand promotion manager, bras
Mel Chernev, brand promotion manager, girdles
Warren Vierow, brand promotion manager, family products
Henry Nachman, assistant tv advertising manager

PHARMACEUTICALS AND INDUSTRIAL DIVISION

MARKETING PERSONNEL

Marketing and Sales

F. W. Andrews, vp, pharmaceuticals and industrials
Howard Brod, vp, marketing, Isodine Pharmacal Corp.
Charles T. Rosen, marketing manager, new products—Isodine
Gerald T. Owens, general sales manager, Isodine
Thomas P. Lewis, general manager, ethical drugs—Tailby-Nason
Nicholas Castlejohn, director international operations, Tailby-Nason
Bert Catalane, sales manager, industrial sales and advertising

Advertising

Philip Katzev, advertising manager, pharmaceuticals, Isodine

INTERNATIONAL DIVISION

MARKETING PERSONNEL

Marketing and Sales

G. A. Ogden, exec vp, international division
Curt Brill, vp, international marketing and development
Normán Allen, vp, marketing
J. Paul McGinnis, Latin America marketing and development

Advertising

Benjamin Fairchild, advertising manager, international division
Patricia Ibach, advertising assistant

SARONG INC. DIVISION

MARKETING PERSONNEL

Victor Kiam II, vp

ADVERTISING AGENCIES

Monroe Greenthal Co., New York—theater operating division, Herbert Hauser, account executive.

Reach McClinton & Co., New York—Playtex bras, Bernard Lewy, account supervisor; Isodine, Hank Jacobson, account supervisor and Playtex family products, Ed Haggerty, account executive.

Ted Bates & Co., New York—Playtex girdles, Charles Hirth, account supervisor, and William Ennis, account executive.

Lynn Baker Associates, New York—Playtex nurser (still in test markets), George Huhn, account executive.

Brown & Butcher, New York—Nasalaire, Howard Watts, account executive.

Jordan, Sieber & Corbett, New York, Tailby-Nason Corp., all products—M. Jablons, account executive.

Donahue & Coe, New York—Sarong Inc., Albert Behrens, account executive.

Warner-Lambert Pharmaceutical Co.

	1959	1958
Sales	$190,659,694	$176,958,127
Earnings	16,408,505	15,033,572
Advertising	32,000,000*	28,670,000

*Estimated by AA

Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., the 21st largest national advertiser, is estimated by ADVERTISING AGE to have increased its domestic advertising expenditure 12% to $32,000,000 in 1959, a good business year.

More than $10,000,000 went into spot television and $2,300,000 into network television. Listerine antiseptic is the company's largest selling product (sales exceeding $30,000,000) and most advertised (more than $6,000,000), as it has been for some time.

The company reported 1959 worldwide advertising expenditures at $41,258,511, compared with $37,724,816 for 1958 (a 9.5% rise) and $34,842,039 in 1957.

■ Worldwide sales crossed the $100,000,000 mark for the first time in 1955 and, along with earnings have since continued steadily upward, rising 8% to $190,659,694 in 1959. For the first six months of 1960, consolidated sales were $97,958,000, up more than $10,000,000 over the first half of 1959. Net income was $7,466,000, compared with $6,733,000 for the 1959 first half. Common stock was split two-for-one in June, 1959.

Warner-Lambert has more than a dozen operating units but the bulk of the advertising expenditure —more than two-thirds—is divided among three divisions: Warner-Lambert Products, Warner-Chilcott Laboratories and Hudnut-DuBarry, probably in that order.

The composition of Warner-Lambert's business has changed radically in the past six years, as much from mergers as any single factor. In 1954 domestic sales of ethical pharmaceuticals and medicinal chemicals were 42.3% of the business, and proprietary (non-prescription) drugs were 5.3%; last year ethicals were 24.4%, proprietaries 33.9%.

In 1954 toiletries and cosmetics accounted for 52.4% of domestic business, but since then the percentage has steadily declined until last year when it rose slightly more than 1% to hit 15.5%, due to a revitalized Hudnut-DuBarry division. In 1954 the company had no business in drug sundries or plastic and glass containers; last year 12.6% of sales came from sundries and 13.6% from plastic and glass.

■ These changes, in a period of steadily rising sales, reflect the effects of mergers with Lambert Pharmacal Co. (Listerine) in 1955, and Emerson Drug Co. (Bromo-Seltzer, Fizzies) and Nepera Chemical Co. (Anahist) in 1956. In 1958 a proposed merger with the $1 billion R. J. Reynolds Tobacco Co. was dropped when the two companies were unable to agree on certain aspects. Last year, Tote Brush Co. of Chicago was acquired by the Pro-phy-lac-tic Brush Co. subsidiary. In sum, the company today, employing 10,000 persons (including 4,000 overseas), is the result of more than 50 acquisitions since its founding in 1856 as the William R. Warner Co.

■ Warner-Lambert has five major units and 13 operating divisions. The major units are Warner-Chilcott Laboratories for all ethical drug products; the Warner-Lambert products division and Hudnut-DuBarry division for major proprietaries, cosmetics and toiletries; Pro-phy-lac-tic Brush Co. for W-L's brush and comb line, custom molded plastics, and plastic dinnerware, and W-L International, which markets all the company's products abroad, except in Canada.

International sales last year, including Canada, totaled $49,074,000, up nearly $5,000,000 over 1958. More than 65% of the 1959 international volume was in pharmaceuticals; toiletries, cosmetics and drug sundries accounted for the remainder.

■ Warner-Lambert's other operating divisions include: Nepera Chemical for bulk medicinal chemical manufacturing; Lambert-Hudnut Mfg. Laboratories for the manufacture of cosmetics, toiletries and some proprietary drug lines; Emerson Drug division for manufacturing Bromo-Seltzer and Fizzies; Standard Laboratories for diverse old-line household remedies like Sloan's Liniment; Parfums Ciro for perfumes and fragrances; two manufacturing units for glass containers, Gulfport Glass Corp. and Maryland Glass Corp.; Warner-Lambert Canada Ltd. and Lambert & Feasley, the company's own advertising agency which handles both W-L and outside accounts.

The Family Products division, a consolidation formed in 1958, where more than two-thirds of the company's total ad budget was spent, was later split to form the Warner-Lambert Products division and the Hudnut-DuBarry division. Warner-Lambert products division markets Listerine Antiseptic, Bromo-Seltzer, Anahist products, Fizzies and Listerine and Antizyme dentifrices. The Hudnut-DuBarry division markets the Richard Hudnut, DuBarry and Sportsman lines of cosmetics and toiletries.

■ George Abrams, former advertising vp of Revlon Inc., joined the company in March, 1959, to head up the division which was finally called Hudnut-DuBarry. Three weeks ago, he resigned, and Walter P. Kuenstler was appointed exec vp of the division. E. Lloyd Bernegger, former Bristol-Myers executive, was named president of the Warner-Lambert Products division and Pierre A. deTarnowsky came over from Mead, Johnson to take charge of all consumer product marketing and manufacturing, and Canadian operations.

Last October, vp Irvin W. Hoff was named general products director of the W-L products division coordinating advertising and marketing on all lines, and four additional product directors were appointed.

This year major corporate realignments continued as president Alfred E. Driscoll in May named five executives to newly-created positions of senior vp, including Leonard A. Scheele, former president of Warner-Chilcott; Philip A. Singleton, head of the Pro-phy-lac-tic Brush subsidiary; George P Maginness, vp-personnel and public relations; Paul R. van der Stricht, president of W-L International, and Mr. de Tarnowsky.

There are four principal markets for the company's products: The medical and related professions; the public which buys household products; cosmetics and perfume customers, and industrial users of glass containers, bulk chemicals and plastic moldings.

■ Listerine antiseptic, the company reported, has 60% of sales in the $60,000,000-plus oral antiseptic market, outsells the next brand six-to-one, does 90% of all mouthwash advertising, has spent more than $72,000,000 on advertising since 1925, has increased sales 250% in the last six years, and, according to 1960 first quarter predictions, will top last year's record by nearly 10%. Listerine is 81 years old.

The oral antiseptic market is getting closer scrutiny from other marketers lately, including John-

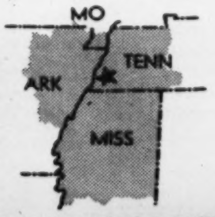
Get MORE* than you bargained for in MEMPHIS

* The Memphis Metro Market plus 75 other counties! That's right—a TOTAL MARKET with a population of over 2,500,000 having an annual Consumer Spendable Income of $2,917,353,000.

This TOTAL MEMPHIS market ranks among the top 15 markets in the Nation. Memphis Newspapers belong near the top of your media list.

Write For All The Memphis Facts

TOTAL Memphis Market over 2,500,000 population



The Dominant Dailies in the Mid-South

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS HOWARD NEWSPAPERS

son & Johnson, which has a product in test; and even W-L has had a product called Steri/Sol in test since 1958. Listerine toothpaste, sold on a two-for-one economy basis, and Antizyme toothpaste receive insignificant advertising support and generate less than 5% of the total dentifrice market sales.

■ Sales of the Anahist line, especially Super Anahist volume, "declined substantially" from their 1957 peak "under the influence of increasingly intensive competition in the cold preparation market as well as decreased demands resulting from milder winter weather and a lower incidence of colds." All cold products have been blitzed by Whitehall Laboratories' spectacularly successful Dristan. About $4,000,000 was spent in measured media for Anahist remedies last year, a drop of some 50% below the 1958 level and probably less than the 1957 expenditure as well. Nearly all the money went into spot tv.

A new product, Virisan decongestant tablets, was tested in 1957, gained national distribution in 1958, and close to $300,000 was spent on it in spot tv last year, but it has since been withdrawn. Another recent product, Anadrex sinus inhaler, got a $200,000 appropriation. Dolorub, a muscle rub, has been tested in Indianapolis for more than a year.

In the Emerson Drug division, Bromo-Seltzer, a product which has had little growth in recent years, probably did no better in 1959, and early this year the $2,500,000 account was switched to Batten, Barton, Durstine & Osborn from Warwick & Legler, where it had been for about two years. Sales of Fizzies, the effervescent soft drink tablet launched experimentally in 1955, continued to grow, and the company reported "considerable optimism over the future of this product," as its budget was hiked 47% in 1960. Fizzies is now a $1,000,000-plus advertiser, heavy in spot tv. National distribution was expanded to Canada this year.

■ The reorganization in the Hudnut-DuBarry division resulted in a frenzy of new product introductions and tests as Hudnut and DuBarry products sought to regain prominence. New 1959 products included Fashion Quick Home permanent (which had to be temporarily withdrawn for a formula change) in a field where Hudnut products are a distant third behind Toni and Procter & Gamble; Lip Quick, a roll-on lipstick which the division now claims has become the second largest-selling lipstick in the country. It went into national distribution last November and is now sold in 15 shades.

In the DuBarry half, Flatter Fluff beauty cream, Compact Bloom rouge, Mascara Ade and other eye makeup preparations were introduced last year. In 1960, introductions have included Creme Paradox, Dory Beauty Masque, Cloud Silk Pearl face powder, Bright Beauty Eye makeup and Cool Glow face cream, which bowed nationally July 1 with a reported $1,000,000 drive. Hudnut-DuBarry test products include Head Start hair spray, Freedom medicated shampoo and Stacom men's hair dressing.

All told, this division spent some $5,000,000 in advertising last year, the bulk of it probably divided among the Hudnut home permanents and Lip Quick.

■ The Warner-Chilcott Laboratories division was "again a leading source of growth in corporate volume and profit in 1959," the company said. The second or third largest advertising division, most of its expenditure goes into unmeasured media. New product introductions last year included Nardil, an anti-depressant; Coly-mycin for the treatment of children's diarrhea, and other products in the mental health field, approached the marketing stage. At the annual stockholders meeting last May, W-L announced its entry into the steroid drug field (used for inflammatory disorders and degenerative diseases) through a Latin American marketing agreement with Syntex Corp.

LINEUP—*Products are shown from Warner Lambert products division and Standard Laboratories, spearheaded by Listerine, which has 60% of the $60,000,000 oral antiseptic market and does 90% of all mouthwash advertising.*

The Standard Laboratories division, selling Sloan's liniment, Veracolate laxative, Vince dentifrice powder and rinse, and other packaged medicines, "continued to afford a stable source of revenue and profit." Parfums Ciro marketed a new line of Oh la la perfumes last Christmas which it said was "well received by the trade." Parfums Ciro operated "slightly in the red" last year.

■ The Pro-phy-lac-tic Brush Co. division continued to increase its share-of-market position for the premium-priced Pro Double Duty toothbrush, introduced in 1957, and added a folding and children's version last year. Competitors have taken note of the success of this brush and at least one, Colgate-Palmolive Co., is testing a similar brush with dual texture bristles. The Prolon plastics division, selling plastic dinnerware under the Florence, Beverly, Prolon and Leonora names, and other products, went back into the black as sales increased.

The Lambert & Feasley subsidiary is a bonafide advertising agency with 1959 billings reported to AA at $18,900,000. Of this, close to $14,000,000 probably came from Warner-Lambert products, giving L&F the No. 1 share of Warner-Lambert billings. Ted Bates & Co. gets the No. 2 share. Much company advertising has been taken from outside agencies and consolidated at Lambert & Feasley in the past two years, including Hudnut-DuBarry, Sportsman men's toiletries, Fizzies and other items. A line in the W-L annual report reads: "Advertising agency income; royalties, interest and other income . . . $1,964,794," a $600,000 rise over the previous year.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,817,364	$ 1,635,213
Magazines	2,913,681	2,805,418
Farm Publications	———	29,805
Business Publications	550,200	534,200
Network Television	2,362,794	2,892,990
Spot Television	10,690,620	8,832,990
Total Measured	18,334,659	16,730,232
Total Unmeasured	13,665,341	11,939,768
Estimated Total Expenditure	32,000,000	28,670,000

WARNER-LAMBERT PRODUCTS DIVISION

Morris Plains, N. J.

MARKETING PERSONNEL

E. Lloyd Bernegger, president
Carl Stursberg, exec vp
Irvin W. Hoff, vp and general products director
John Anderson, product director, food (Fizzies)
Walter J. Bowe, product director, Bromo-Seltzer
J. E. Murray, product director, Anahist
Gene McMasters, product director, Listerine
Paul Elliott-Smith, director of new products
Cerf Berkley, assistant director of new products
William P. Broas, director of sales and field marketing
Kenneth W. Keller, director of merchandising and promotion

ADVERTISING AGENCIES

Lambert & Feasley, New York—Gerald Blake II, account supervisor, Listerine antiseptic, Listerine tooth paste, Antizyme tooth paste; Jack Latham, account supervisor, Fizzies.

Ted Bates & Co., New York—Donald Anderson, account supervisor, Anahist; Richard Creedon, account supervisor, Oculine.

Batten, Barton, Durstine & Osborn, New York—Maury Jones, account supervisor, Bromo-Seltzer.

HUDNUT-DuBARRY DIVISION

Morris Plains, N. J.

MARKETING PERSONNEL

Walter P. Kuenstler, exec vp
Clifford W. Petitt, director of sales
William Paxton, manager, sales administration
Joseph J. Galietto, general sales manager
Edward M. Butler, manager, chain and wholesale drug sales
Sidney Warner, manager, food store sales
Irving Mettelmann, manager, department store sales
Jessica Canne, marketing director, DuBarry
Henry O. Dow, marketing director, Hudnut-Sportsman
T. J. McEwan, marketing director, new products
Arthur Toft, advertising manager

ADVERTISING AGENCY

Lambert & Feasley, New York—J. Waite, account supervisor; J. Byrne, assistant account supervisor; A. Gedney, account executive, Hudnut-Sportsman. F. Ennis, account executive, DuBarry.

WARNER-CHILCOTT LABORATORIES

Morris Plains, N. J.

MARKETING PERSONNEL

Robert B. Clark, president
William N. Enes, vp of marketing
Tom G. Bastyr, field sales manager
Gerald M. Slade, manager of trade relations
Glenn A. Hastings, manager of sales promotion
Raphael Cohen, director of general diagnostics division
R. C. Thorne, manager of sales administration
Robert Whyte, manager, sales training

Advertising

Edward W. Whitney, director of advertising
Paul O. Bancroft, product advertising manager
John L. Robinson, product advertising manager
William H. Marsden, manager, advertising administration
Jean S. Travis, advertising production manager
Edward I. Colker, art director

ADVERTISING AGENCIES

William Douglas McAdams, New York—William F. B. O'Donnell, account executive.

Sudler & Hennessey, New York—Stewart Williams, account executive.

Lambert & Feasley, New York—Julian Garbat, account executive.

PRO-PHY-LAC-TIC BRUSH CO. BRUSH DIVISION

Florence, Mass.

MARKETING PERSONNEL

George W. Young, vp in charge of marketing
H. C. Gardenier, field sales manager
J. E. Newman, merchandise manager
F. W. Squires, director of chain store sales
Victor S. Brand, eastern divisional sales manager, New York City
George W. Royals, southwestern divisional sales manager, Dallas
Gus O. Starkweather, western divisional sales manager, Los Angeles
Raymond M. Vincuņas, central divisional sales manager, Chicago

ADVERTISING AGENCY

Lambert & Feasley, New York—Charles J. Lumb, senior account executive; Thomas F. Garbett, junior account executive.

PROLON PLASTICS DIVISION

Florence, Mass.

MARKETING PERSONNEL

John H. Moore, vp and general sales manager
Elmer H. Thompson, vp, sales manager, custom molding
T. F. Wilson, vp in charge of Melmac dinnerware sales and advertising under the names of Prolon, Florence, Beverly and Leonora
James E. Rehlaender, brand manager

ADVERTISING AGENCY

Fletcher Richards, Calkins & Holden, New York—Sanford C. Smith, account executive.

STANDARD LABORATORIES INC.

Morris Plains, N. J.

MARKETING PERSONNEL

Douglas Brown, president
Edward H. Fennell Jr., sales manager
Cerf Berkley, advertising and sales promotion manager

ADVERTISING AGENCIES

Rockmore, New York—Leonard Shaub, account executive.

Ted Gotthelf Associates, New York—William Drier, account executive.

INTERNATIONAL DIVISION

Morris Plains, N. J.

MARKETING PERSONNEL

H. J. Knowles, advertising and promotion manager, ethical drugs
R. G. Sutherland, advertising and promotion manager, cosmetics
Gilbert R. Karnig, advertising and promotion manager, proprietaries

Wesson Oil & Snowdrift Co.

	1959†	1958
Sales	$160,524,203	$163,553,474
Earnings	3,297,182	2,873,006
Advertising	6,200,000	6,000,000

†Fiscal year ended Aug. 31, 1959

Wesson Oil & Snowdrift Co., New Orleans, the nation's 96th largest national advertiser in 1959, invested about $6,200,000 in advertising in 1959.

In 1960, merger was the big news for Wesson. Stockholders of Wesson and of Hunt Foods & Industries Inc. approved a merger of the two companies last June 30. Wesson is now known as the Wesson division of Hunt Foods & Industries. Before the merger, reports showed 27.5% of Wesson's outstanding common stock was owned by Hunt.

E. A. Geoghegan continues as president of the Wesson division and he now is exec vp of Hunt Foods & Industries. Fitzgerald Advertising Agency, New Orleans, remains the agency.

Wesson's 1959 advertising pace continued at about the same gait as in 1958. There were, however, some shifts in media expenditures. Extensive schedules in newspaper supplements were reduced and spot tv activity increased from $778,740 in 1958 to $3,296,000.

■ For the second consecutive year, sales dipped. In the fiscal year ended Aug. 31, 1959, sales dropped to $160,524,203 from $163,553,474 in 1958 and $172,433,495 in 1957. But the net profit rose to $3,297,182 from $2,873,006 in 1958 and $2,662,052 in 1957.

In the fiscal six months ended last March 3, sales rose to $90,963,858 from $80,278,414 in the previous first half. Earnings were $2,241,774, up from $1,658,372 in the previous first half.

■ Wesson's major consumer product is Wesson oil, which in 1959 continued as the nation's largest selling salad oil and liquid shortening.

Snowdrift, the company's consumer solid shortening, ranks second in the region where it is sold —the 22 southern and Pacific Coast states and metropolitan Chicago.

The company's MFB, Quik Blend and Wesson Oil (in 5 gal. cans) are three of the 10 branded shortenings and cooking oils sold in bulk to the institutional and manufacturing food industry. A new 2 gal. size for Wesson was introduced early this year and has met wide acceptance.

Under the Blue Plate label, the company also sells margarine, mayonnaise, salad dressing, coffee, tea, peanut butter, canned vegetables, jams, jellies and seafood.

Wesson oil took the lion's share of advertising expenditures in newspapers and magazines. Of the total magazine expenditure, $2,174,000 was for Wesson oil and $7,519 was for Blue Plate. Of the total newspaper expenditure, $131,673 was for Wesson oil, $20,157 for Snowdrift and $11,494 for Blue Plate, according to published figures.

■ Subsidiary companies owned by Wesson are the South Texas Cotton Oil Co., Blue Plate Foods Inc., Wesson Oil & Snowdrift Sales Co., Southern Shell Fish Co., Southport Paint Co. and Fidelity Chemical Corp.

Wesson also lists the following "operating organizations": Meridian Fertilizer Factory, Hattiesburg, Miss.; Allen Gin & Milling Co., LaFayette, Ala.; Planters Gin Co., Clarence, La.; Hunter Gin Co., Cherry Valley, Ark.; and East Point Gin Co., East Point, La.

Wesson, which once was only a cottonseed processor, has placed increased emphasis on packaged foods and now operates six vegetable oil refineries and shortening packing plants in New Orleans, Chicago, Memphis, Houston, Savannah and Bayonne, N. J.

■ Wesson reported advertising expenditures as follows:

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$ 163,324	$2,807,230
Magazines	2,181,519	1,665,831
Business Publications	104,100	117,000
Spot TV	3,296,000	778,740
Outdoor	———	62,545
Sub-Total	5,744,943	5,431,346
Total Unmeasured	455,057	568,654
Total Expenditure	6,200,000	6,000,000

*Reported by Wesson.

■ Wesson's figures were the same as those reported by AA's usual sources, except that Wesson's figure for spot tv was $3,296,000, higher than the $2,883,400 reported by Publishers Information Bureau (see below).

ADVERTISING EXPENDITURES**

	1959	1958
Newspapers	$ 163,324	$2,807,230
Magazines	2,181,519	1,665,831
Business Publications	104,100	117,000
Spot Television	2,883,440	778,740
Outdoor	———	62,545
Total Measured	5,332,383	5,431,346
Total Unmeasured	867,617	568,654
Estimated Total Expenditure	6,200,000	6,000,000

**Includes measured media figures from various statistical bureaus and associations.

MARKETING PERSONNEL

Sales, Marketing and Advertising

Miles J. Kehoe, vp

Sales

H. P. Rowley, vp and general sales manager, industrial products
W. F. Guinee, vp of marketing, grocery products
Warren F. Firey, general sales manager, grocery products
W. R. Lindstrom, assistant sales manager, grocery products
T. G. Farley, assistant sales manager, grocery products
J. A. Charles, assistant sales manager, institutional products
E. H. Thompson, regional sales manager, eastern region
H. C. Fisk, vp, regional sales manager, southern region
P. L. Brothers, vp, regional sales manager, Pacific region
M. D. Creasman, regional sales manager, midwestern region
G. F. Hendry, regional sales manager, southeastern region
T. P. Martin, regional sales manager, southwestern region

Advertising

H. D. Schneidau, assistant advertising manager

ADVERTISING AGENCY

Fitzgerald Advertising Agency, New Orleans—Robert Carley, account supervisor; Wright Nodine, account executive, Wesson; John O'Connell, account executive, Snowdrift, and Jim McMahon, account executive, institutional products.

Westinghouse Electric Corp.

	1959	1958
Sales	$1,910,730,000	$1,895,699,000
Earnings	85,947,000	74,772,000
Advertising	39,000,000	37,000,000

Westinghouse Electric Corp., Pittsburgh, was the 13th largest national advertiser in 1959, when the company reported it spent $39,000,000 for advertising, up 5% from 1958.

Westinghouse predicted that the 1960 expenditure will remain about the same as in 1959.

While 1959 sales increased less than 1% over the previous year, the ratio of pre-tax income to total sales improved 18%—from 6.8% in 1958 to 8% in 1959. Net income rose 15% to $85,947,000.

■ In January, 1960, Westinghouse stockholders approved a two-for-one split of common shares. For the first half of 1960, net income after taxes increased 18% over the comparable period of the previous year on billings that were 4% higher than the first half of 1959.

Mark W. Cresap Jr., Westinghouse president, said that in addition to improved profit margins, Westinghouse established advances in research, manufacturing, engineering and marketing during 1959. These included such developments as thermoelectricity, in which heat is directly converted into electricity. The company's activities, he said, included a $25,000,000 modernization and expansion program for the manufacture of heavy power generating apparatus at two plants in Pennsylvania and one in California.

■ The biggest single Westinghouse advertising activity of 1960 is the $6,000,000 sponsorship of the political conventions on CBS-TV and Radio. The 123-day "spectacular" began in July with the coverage of the Democratic convention in Los Angeles and the Republican convention in Chicago. It will resume in September with a weekly show covering the Presidential campaign, winding up on Nov. 8 with election night coverage.

The importance to Westinghouse of the political package is indicated by the McGraw-Hill figures on sales of major appliances during the July-August period: room air conditioners, 26% of all sales during the average year; freezers, 23%; refrigerators, 19%; electric ranges, 17%; automatic washing machines, 17%, and dishwashers, 16½%.

Ketchum, MacLeod & Grove is the agency of record for the political package and also handles all corporate commercials on tv and radio. McCann-Erickson handles the commercials for the total electric home and for all appliances except tv-radio and hi-fi equipment, which are handled by Grey Advertising.

Westinghouse advertising is headed by Roger H. Bolin, director of advertising. Reporting to him are three group advertising managers: S. F. Johnson, manager of apparatus advertising; C. A. Boyles, manager of general products advertising, and E. W. Seay, manager of general advertising.

■ A new series of b&w corporate ads prepared by the company and Ketchum, MacLeod & Grove began running in *Time* and the *Wall Street Journal* last April. The first ad featured Westinghouse lighting equipment in San Francisco's Candlestick Park. This series is continuing on the basis of about one ad each month. All the ads carry the theme, "New from Westinghouse." Spreads are used in *Time* and half-pages in the *Journal*.

Last July, Westinghouse began a series of once-a-month ads in *The New Yorker* under the theme, "Things we know about tomorrow." These are color pages, each devoted to an area of scientific development.

The only departure from this corporate ad program was the use of a single b&w page in *Life's* July 4 issue, which announced Westinghouse's sponsorship of the political conventions.

Leading the Westinghouse programs for the electric utility industry is "Powercasting," a new technique for power system planning. Announced late in 1959, powercasting is a two-fold plan of action. It enables electric utilities to predict their future needs with scientific accuracy, and, based on powercasting techniques, Westinghouse is employing a program of product development geared to these future needs. Powercasting is backed by multi-page ad campaigns.

■ Linked closely with the powercasting program is the introduction of new products—Unoreg, a new concept of regulating distribution system voltage; Magnethrust, a new and improved watt-hour meter, and others. Each new product announcement, while linked to powercasting, will have its own ad program.

"Power up for profit—electrically," was the theme of the Westinghouse program directed at the industrial market during 1959. Concentrating on three specific industries—chemical, petroleum and paper—this program consisted of a pinpointed advertising campaign in business publications, clinic-type customer meetings and supporting promotion.

In 1960 this program is being advanced to capitalize on a new industrial control computer—Prodac—and the company's leading position as a supplier of systems and control for automated plant operation.

The 1959 aviation program was designed to strengthen the company's position as a supplier to the aviation missile industry. Advertising in business publications covered ground handling and support equipment, test equipment and standard apparatus. The program was supported with special customer promotion. In 1960, this program will be implemented in the areas of components, arc chamber development and refractory metals.

■ The 1959 marine program continued to stress Westinghouse as a supplier of navy and marine equipment. Advertising in key business publications was backed by special customer promotion. In 1960, the program is extended to take advantage of the company's ability to supply 70% of steam and electric equipment requirements. The apparatus advertising is serviced by Fuller & Smith & Ross.

The advertising program of the Westinghouse defense products group continued to tell the story of Westinghouse capabilities for defense in 1960, with emphasis on space. As in 1959, business publications were the chief medium, with b&w spreads generally used.

The defense products group includes the air arm, electronics and ordnance divisions at Baltimore; an advanced space and defense systems laboratory to be built near Los Angeles, and an aircraft equipment department, Lima, O. Group headquarters is in Washington.

■ Westinghouse consumer products recorded increases in new business in 1959 over the preceding two years. Despite adverse marketing conditions during the first quarter of 1960, billings of consumer products goods compared favorably with the similar period in 1959.

The company adjusted its divisional structure in 1959 into forms that coincided with the manner of product distribution. Portable appliances, including electric housewares, were given full divisional status with headquarters at Mansfield, O.

Westinghouse Appliance Sales, the organization responsible for distributing major appliances and television in about 75% of the U. S. markets, was put under the direction of the major appliance division manager and transferred its headquarters from Pittsburgh to Columbus in mid-1960.

Regular Features Back Next Week

The regular lineup of features (Creative Man, etc.) has been omitted from this issue to provide space for the extensive material about the 100 leading advertisers of 1959. The usual features will be back next week.

Both these divisions reorganized their marketing structures on a functional basis with emphasis on the total marketing aspect of all division products, rather than separate marketing activities for individual product lines.

■ At Columbus the company opened a huge supply depot—a stocking and mixing point for major appliances and tv serving dealers from the Atlantic to the Rockies. This depot, plus the West Coast depot at Ogden, Utah, opened in 1958, and dozens of satellite warehouses in key markets gave Westinghouse more than 2,000,000 sq. ft. of storage capacity for rapid delivery of products to dealers in all sections of the nation.

The Total Electric Home program, introduced early in 1959, was presented to 150 of the nation's major electric utilities, most of which are now participating in the program. In a pilot operation designed to test the effectiveness of this promotion in one city, it was found that sales of major Westinghouse appliances more than doubled over 1958.

Westinghouse invested $2,500,000 in 1959 in a public information program to acquaint consumers with the trend toward, and advantages of "total electric living." In 1960, the company has a $3,000,000 program under way to show that the Total Electric Home can be built in any style, size, price range or geographic location.

In portable appliances, the company launched a new Spin-Jet vacuum cleaner designed with a suction motor head that gives upright cleaning action although the cleaner is a canister type.

The portable appliance division departed from the housewares industry's traditional quarterly promotion marketing plan and went to merchandising events backed by concentrated advertising for appropriate periods. These promotions usually supported just two or three of the division's products, and the entire Westinghouse field sales force was put behind them at the outset of each event.

■ During 1959 the "new shape eye saving white bulb" introduced by Westinghouse caught on fast. During the year more of these new type light bulbs were sold than any new lighting product ever before introduced by the company.

The Westinghouse 1960 tv, radio and stereo-fidelity lines feature a new concept in styling. Authentic period furniture designed in early American, imperial provincial, custom provincial and American contemporary is offered throughout the entire line.

■ During 1959, the Westinghouse marketing effort in semiconductors expanded with this fast-growing industry. Two significant product areas were announced during the year: development and marketing of thermoelectric cooling of electronic components and other electronic gear; addition of a new line of silicon trinistor controlled rectifiers. In mid-1960, the department announced that prototype quantities of tunnel diodes, the first commercial semiconductor devices to be made from dendrites, were being made available to industry at production prices.

Westinghouse Electric Supply Co., a division of the consumer products group, continued to strengthen its distribution activities through 136 locations. Seven branches were relocated in 1959 and 15 more are scheduled for relocation in 1960.

The electronic tube division improved its market position considerably during 1959. Development of new tube types, especially in the field of camera and microwave tubes, added wider scope to the marketing efforts of the division.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 2,212,259	$ 3,061,347
Magazines	2,238,142	2,155,856
Farm Publications	193,890	116,535
Business Papers	1,946,700	1,930,500
Network Television	5,166,205	4,639,231
Spot Television	42,750	131,180
Total Measured	11,799,946	12,034,649
Estimated Unmeasured	27,200,054	24,965,351
Estimated Total Expenditure	39,000,000	37,000,000

PARENT COMPANY
Pittsburgh

MARKETING PERSONNEL

J. H. Jewell—vice-president in charge of marketing

Advertising

R. H. Bolin—director of advertising
E. W. Seay—manager of general advertising
S. F. Johnson, manager apparatus advertising
C. A. Boyles—manager general products advertising
T. J. Farrahy—assistant to director of advertising
E. P. Rentler—budget manager
A. C. Dunham—manager corporate advertising
D. E. Bockover—manager of Total Electric Home advertising
W. H. Van Pelt—manager media and advertising research

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—corporate.

APPARATUS PRODUCTS GROUP

MARKETING PERSONNEL

H. E. Robertson—marketing director, apparatus products

Advertising

S. F. Johnson—manager, apparatus advertising department
P. J. Bridwell—apparatus sales promotion manager
J. A. Cunningham—manager, electric utility products advertising
C. W. Van Eman—manager, industrial products advertising

ADVERTISING AGENCY

Fuller & Smith & Ross, Pittsburgh.

GENERAL PRODUCTS GROUP

MARKETING PERSONNEL

S. F. Davies, marketing director, general products

Advertising

C. A. Boyles—manager, general products advertising
R. R. Shepherd—manager, agency and construction department advertising

While the headquarters advertising department serves all Westinghouse apparatus, and atomic power divisions, as well as one of the general products divisions (Small Motor), eight of the general products divisions have their own advertising departments. These seven divisions and their advertising managers are:

MICARTA DIVISION
Hampton, S. C.

J. T. McDonagh, advertising manager

BRYANT ELECTRIC CO.
Bridgeport, Conn.

L. M. Brain, advertising manager

STURTEVANT DIVISION
Hyde Park, Mass.

A. J. Pandiscio, advertising manager

X-RAY & INDUSTRIAL ELECTRONICS DIVISION
Baltimore

(New appointment to be announced)

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh.

LIGHTING DIVISION
Cleveland

H. E. Newman, advertising manager

ELEVATOR DIVISION
Jersey City

A. H. Monitto, advertising manager

STANDARD CONTROL DIVISION
Beaver, Pa.

(New appointment to be announced)

ADVERTISING AGENCY

Fuller & Smith & Ross, Pittsburgh.

DEFENSE PRODUCTS GROUP

MARKETING PERSONNEL

Advertising

E. W. Locke—director customer relations

AIR ARM DIVISION
Baltimore

A. F. Young Jr., staff assistant marketing department

ELECTRONICS DIVISION
Baltimore

T. J. Cawley, staff assistant marketing department

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Washington, D. C.

CONSUMER PRODUCTS GROUP
Pittsburgh

MARKETING PERSONNEL

W. W. Morris, marketing director, consumer products

MAJOR APPLIANCE DIVISION
Columbus

MARKETING PERSONNEL

Field Sales
Located at Columbus

L. W. Newby, general sales promotion and training manager
W. A. Douglass, manager, independent distributor sales

Located at Mansfield, O.

J. J. Anderson, manager of marketing
J. G. Baird, manager, special promotions
R. R. Lynch, manager, advertising and promotions
L. W. Smith, merchandising manager

PORTABLE APPLIANCE DIVISION
Pittsburgh

MARKETING PERSONNEL

Located at Mansfield, O.

W. H. Knoerr, advertising manager
C. W. Paulson, marketing manager
R. C. Ellsworth, sales manager

LAMP DIVISION
Bloomfield, N. J.

MARKETING PERSONNEL

C. E. Erb, marketing manager
W. D. Scott, advertising manager
J. E. Kempf, general sales manager

ELECTRONIC TUBE DIVISION
Elmira, N. Y.

MARKETING PERSONNEL

Lou Martin, sales manager
J. P. Lynch, advertising manager

TELEVISION-RADIO DIVISION
Metuchen, N. J.

MARKETING PERSONNEL

C. J. Urban, manager of marketing
R. W. Johnson, advertising manager

SEMICONDUCTOR DEPARTMENT
Youngwood, Pa.

MARKETING PERSONNEL

L. L. Grant, manager of marketing
J. L. DeFazio, manager, advertising and sales promotion

WESTINGHOUSE ELECTRIC SUPPLY COMPANY
Pittsburgh

MARKETING PERSONNEL

B. H. Boatner, president
F. E. Mefford, general sales manager

ADVERTISING AGENCIES

McCann-Erickson, New York—all consumer products, except television, stereo-fidelity instruments, phonographs and radio.

Grey Advertising Agency, New York—television, stereo-fidelity instruments, phonographs and radio.

J. B. Williams Co.

	1959	1958
Sales	$25,000,000*	$30,000,000*
Advertising	12,000,000*	13,050,000*

*Estimated by AA

J. B. Williams Co. (which changed its name from Pharmaceuticals Inc. early this year), New York, is the nation's 70th largest advertiser, with more than $10,000,000 reported spent on network television last year, the same as in 1958.

Arriving at an accurate total of advertising expenditures is extremely difficult because of conflicting statements:

For example, the company reported its 1959 advertising expenditure to AA as $12,700,000. But last fall, when advertising vp Edward Kletter testified before the congressional committee investigating the fixed quiz show "Twenty-One," he said under oath that the company's advertising was about $10,000,000.

Mr. Kletter also testified that he paid a fixed weekly sum of $10,000 to the producers of "Twenty-One" to pay contestants, and this too, may be considered an advertising expenditure. He said further that the National Broadcasting Co. received $45,000 to $50,000 weekly for a half hour of its television network time.

■ A private, family-owned enterprise, Williams employs roughly 400 persons, has no sales force, has never released any sales figures and lately has tightened up even further on its normally severe secrecy. Last fall, however, Mr. Kletter testified under oath to the congressional committee that company sales were about $25,000,000—which was probably the first public disclosure of this figure. AA originally estimated 1958 sales at $36,500,000—a figure now believed high—and said this included international sales, primarily on Williams products, of about $7,000,000. The 1958 sales total is now believed to be about $30,000,000. The company maintains that 1959 sales are ahead of 1958, but declines to comment on whether or not the 1958 estimate may have been too high.

The company's desire for secrecy is so strong that it is said to have shied away at least once from "going public" because of what it would have to reveal about its operations in a stock prospectus.

The company began business in 1935 as the Serutan Co., headed by Matthew B. Rosenhaus, and switched its name to Pharmaceuticals Inc. in 1956. The Williams operation was purchased in 1957 for $5,400,000 and made a subsidiary. Williams was founded in 1840 with a line of shaving products, acquired Skol suntan products in 1948, Conti shampoos and soaps in 1950 and Kreml hair products in 1952. Early this year, in keeping with the changed nature of its business (and not unmindful of the quiz-scandal-tarnished Pharmaceuticals name) the company switched to the more prestigious (120 years old) Williams name and divided into pharmaceuticals and toiletries divisions.

■ The company's single largest selling product—and most heavily advertised—is Geritol tonic (12% alcohol), with a 1959 ad budget of some $4,000,000 and sales estimated at more than $10,000,000. The budget is the largest, by far, in the tonic field, and Geritol is considered the No. 1 seller in that area. Sominex, with a budget of $2,000,000 and sales estimated at $4,000,000, is probably the company's No. 2 product and is believed to be the leader in the sleep-inducing patent medicine field.

Next might be Serutan, an over-$1,000,000 advertiser last year with sales about $2,000,000, probably followed by the Williams toiletries business, particularly Aqua Velva and Lectric Shave. Lectric Shave probably has 50% of the pre-shave lotion market—more than all competitors combined—and last year reportedly spent about $700,000 for advertising. The Aqua Velva budget has been increased to probably more than $500,000 last year, and the product has moved up from its secondary spot of recent years. Some market reports place it firmly in third place (second in certain areas). Additional advertising for Williams preparations may have run about $825,000.

Williams shave cream preparations, with the exception of the mug soap, considered the leader in that area, are at the low end of the pole in both share of market and advertising dollars spent, although the company hopes to give this segment of its business increased attention.

■ The company in the past year or so has introduced a $1 Imperial Aqua Velva (not being pushed currently), plastic travel size bottles of Aqua Velva and Lectric Shave, new versions of Conti shampoo products and has several other men's and women's toiletries in test operation.

International operations have expanded recently and the company may have spent more than $1,000,000 in advertising last year through J. Walter Thompson Co., longtime J. B. Williams domestic agency, now handling only foreign advertising (except Canada).

Recent corporate changes have included the purchase of Marvin R. Thompson Inc., a small pharmaceutical company making prenatal capsules, liquid aspirin and an antacid, and the sale last March of *The Journal of Lifetime Living* to the American Assn. for Retired Persons, Washington.

On the executive level, Franklin Bruck left in January, to join the Maxwell Sackheim agency as chairman. As head of the Franklin Bruck agency, he was responsible for the original Serutan advertising. He sold out in 1957 and joined Parkson Advertising, the company's agency, as exec vp and plans board chairman, subsequently shifted to the client as vp in charge of new business acquisitions.

The relations between Parkson (successor to Edward Kletter & Associates) and Williams are unusually intimate; executives move from one side to the other like chess men, but Williams insists that Parkson is not a house agency although it services virtually no other clients. When Mr. Bruck left, he was once again at the agency, as chairman of the board. He was subsequently succeeded in this post by Mr. Kletter who retained his position with the client as well. Other executives also hold dual client-agency titles.

Last fall, Fred Sands joined the company from Whitehall Laboratories as director of marketing for Pharmaceuticals products and Doeskin products as sales promotion manager.

ADVERTISING EXPENDITURES*

	1959	1958
Newspapers	$ 700,000	$ 750,000
Magazines	100,000	500,000
Network Television	11,300,000	10,600,000
Spot Television	600,000**	300,000
Total Measured	12,700,000	12,150,000
Total Unmeasured	——	900,000
Total Expenditure	——	13,050,000

* Reported by J. B. Williams Co.
**Includes spot radio.

ADVERTISING EXPENDITURES**

	1959	1958
Newspapers	$ 324,452	$ 733,284
Magazines	16,900	126,113
Network Television	10,658,987	10,173,557
Spot Television	418,050	202,440
Total Measured	11,418,389	11,235,394
Total Unmeasured	581,611	1,814,606
Estimated Total Expenditure	12,000,000	13,050,000

**Measured media figures supplied by media sources.

MARKETING PERSONNEL

Harry Parness, vp and director of sales
Mrs. R. H. Morgan, assistant to the director of sales
Harold L. Grafer, director of marketing, J. B. Williams products
Fred Sands, director of marketing, Pharmaceuticals products
Puzant Torigian, director of marketing, Thompson products
Grant Stinchfield, sales promotion manager

Advertising

Edward Kletter, vp and director of advertising; chairman, Parkson Advertising
Philip Agisim, vp, Parkson Advertising

Public Relations

James H. Fitzgerald, director of public relations

ADVERTISING AGENCIES

Parkson Advertising, New York—Geritol, Geritol Jr., Serutan, Serutan Plus, Sominex, Zarumin, Devarex, R.D.X., Banarin, Aqua Velva, Lectric Shave, Williams shave creams, Conti shampoos, Kreml hair preparations, Skol suntan lotions and creams—Philip Agisim, account supervisor.

J. Walter Thompson Co., New York—all Williams foreign advertising except Canada—Richard Cass, account executive.

Street & Finney, New York—Serutan advertising in Canada—Robert Finney, account executive.

Burdick & Becker, New York—M. R. Thompson Inc. products—Aaron Appleby, account executive.

Wm. Wrigley Jr. Co.

	1959	1958
Sales	$92,568,331	$91,349,130
Earnings	10,107,324	10,208,143
Advertising	10,000,000*	9,000,000*

*Estimated by AA

Wm. Wrigley Jr. Co., Chicago, the nation's 77th largest advertiser, is estimated to have increased its advertising investment 11% to $10,000,000 in 1959, a pretty good year for the company.

In 1960 Wrigley is stepping up advertising activity tremendously, and expects to end up the year with a $17,000,000 expenditure, with the aim of expanding sales and hanging on to the 5¢ price of a pack of chewing gum.

Except for a slight dip caused by general recession conditions in 1958, Wrigley sales have shown a steady rise in recent years. The 1959 sales were 28.3% higher than in 1950. Profits have decreased 16% over the same eight-year period, but were still a husky 11% of sales in 1959.

In the first half of 1960, net sales rose to $49,533,516, compared with $45,942,744 in the first six months of 1959. Net earnings decreased to $4,715,183 during the first half of 1960 from $5,191,584 in the previous first half.

■ Wrigley does not disclose the sales and advertising percentages for its three major chewing gums—Wrigley's Spearmint, Doublemint and Juicy Fruit—but admits that they rank in that order. The company has another brand, P-K, which is not usually advertised. A successful 13-week test campaign using newspapers, radio and car cards was launched in New York in June, 1959, and car card advertising for P-K has continued since then in the New York area.

The company is the nation's largest chewing gum manufacturer and is estimated to have about 45% of the market, ahead of American Chicle with 25% and third-place Beech-Nut with 20%.

Wrigley boosted the wholesale price of its 20-package carton from 55¢ to 60¢ last April, with American Chicle and Beech-Nut following suit. The increase was the first for Wrigley since Oct. 26, 1917, when it increased its carton price from 52¢ to 55¢. Wrigley attributed its increase to a sharply stepped-up advertising budget for 1960, in which it plans more advertising for its Doublemint gum. The company maintained that its expanded ad program would increase gum sales substantially for wholesalers and retailers.

■ Wrigley can boast about the price constancy of its package gum—its been 5¢ since 1892, with the exception lately of a 6¢ price at some newsstands, airport and theater outlets.

About 75% or 80% of Wrigley's advertising goes into measured media, AA estimates. Of the remainder a big share goes into transportation advertising. Transportation advertising expenditures for 1959 were $1,200,000, about the same as the 1958 and 1957 totals.

In 1957, Wrigley dropped out of network tv and added almost $1,000,000 to its spot tv expenditures.

ADVERTISING EXPENDITURES

	1959	1958
Newspapers	$ 1,444,073	$ 1,982,70
Magazines	712,744	533,60
Business Papers	——	79,20
Spot Radio	500,000	——
Spot Television	2,749,420	2,071,99
Outdoor	2,388,389	2,293,02
Total Measured	7,794,626	6,960,52
Total Unmeasured	2,205,374	2,039,47
Estimated Total Expenditure	10,000,000	9,000,00

MARKETING PERSONNEL

Sales

Philip K. Wrigley, president
A. G. Atwater, sales vp
C. J. McCready, assistant to sales vp

District Sales Managers

H. J. Cook, assistant vp, New York
W. R. Eichele, Cleveland
F. P. Houck, Chicago
C. J. Hough, Atlanta
D. J. Clements, Dallas
W. C. Page, San Francisco

Advertising

Wrigley Offield, advertising manager

ADVERTISING AGENCIES

Arthur Meyerhoff & Co., Chicago—Arthur Meyerhoff, Myron E. Chon and George A. Taylor, account supervisors.

Charles W. Wrigley Co., Chicago—outdoor—Melvin C. Keyser, account supervisor.

Frances Hooper Advertising Agency Chicago—women's and educational markets—Frances Hooper, account supervisor

Erwin Wasey, Ruthrauff & Ryan, Chicago—R. W. Metzger, account supervisor Irene Small, account executive.

Eddy-Rucker-Nickels Co., Cambridge Mass.—car cards—Frederick H. Nickels, account executive.

KSO

IS

PEOPLE . .

FRANK McGIVERN new KSO General Manager. Many years experience in Chicago, Hartford and Minneapolis. A veteran in both programming and sales. I'll move to Madison Sept. 1st as Vice Pres. & Gen. Mgr. of WKOW and WKOW-TV. With Frank driving KSO will be "on the go!"

BILL BENGTSON KSO Ass't. General Manager in charge of sales. Five years with KSO. Give Bill your sales problem and KSO Radio will be the answer.

DICK VANCE KSO Program Director and personality responsible for our tremendous gain in audience. Host on The Dick Vance Show and T quarterback for the KSO Men of Music: Bob Baker, George Gregg, Hal Moore, Barry Smith, Dick Youngs and Ed Roberts.

MAX RAUER KSO News and Sports Director. Max's sports desk is highest rated program in Des Moines in its time period with 29.7% share in Hooper.

KSO is people so you get more for your dough on KSO. It's fun to be first. You be first to contact your H-R man.

DES MOINES AND CENTRALIOWA

KSO

RADIO ON THE GO!

Baton Rouge is SOLD in Newspapers

. . . and this is the package that sells it!

MORNING ADVOCATE
STATE-TIMES

Here's a rich market . . . filled with people who have money and like to spend it. We asked them: "Which do you prefer as an aid to shopping?" A whopping 94.7 per cent answered: "Newspapers!" The State-Times and Morning Advocate are the strongest selling force in Baton Rouge.

STATE-TIMES
MORNING ADVOCATE

Baton Rouge, La.

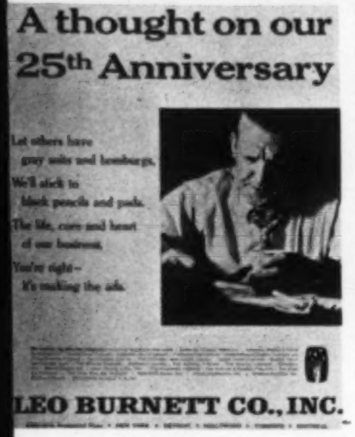
Represented by The John Budd Co.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

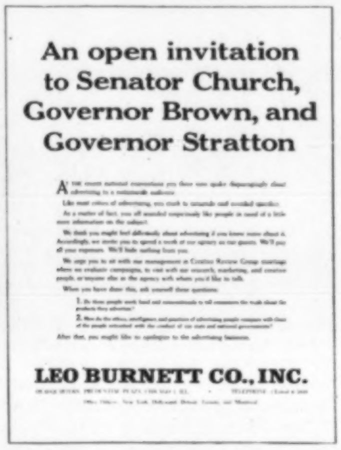
Adman Thinks Leo Should Ask Himself a Few Questions, Then Apologize to Advertising

To the Editor: Of all people, Mr. Leo Burnett publishes an advertisement about "gray suits and homburgs." This is the same Mr. Burnett who a week later publicly accused Sen. Church and Governors Brown and Stratton of speaking disparagingly about advertising before a nation-wide audience. These men, he averred, "stuck to innuendos and avoiding specifics like most critics of advertising."



A thought on our 25th Anniversary

LEO BURNETT CO., INC.



An open invitation to Senator Church, Governor Brown, and Governor Stratton

LEO BURNETT CO., INC.

Mr. Burnett should forgive them, for he realizes, as we all do, that hey spoke out of ignorance; but what is Mr. Burnett's excuse? No ne should know better than he hat the gray suits and homburgs re worn by men whose conscienious use of black pencils and pads needs no brash proclamation of heir dedication to the business of d making.

Leo Burnett could ask himself few questions, and after that, he oo might like to apologize to the dvertising business.

Myron L. Silton,
President, Silton Bros., Callaway Inc., Boston.

•

To the Editor: For one whose rofession was in such abject disrace only a few short months ago ver the rigged tv quiz programs, eo Burnett has a conveniently hort memory. It could be jogged, owever, every morning if the ederal Trade Commission's falselaim investigation reports come egularly to his desk, as I am sure hey do.

Mr. Burnett's full-page ad in the *Vall Street Journal*, in which he akes exception to the disparaging emarks about advertising made at he recent political conventions, oesn't quite come off. Advertisng has deserved some of its pubc criticisms, as the FTC's Mr. intner continues to remind us.

There are many fine and sincere eople in advertising, as we all now. But the profession still has s share of con men.

Meanwhile, the sweet-smelling hades of Greek mythology coninue to cover the armpit of the nature female with attar of roses nd Mr. Laxative rushes dutifully oward the bowels.

Lew Muenz,
Minneapolis.

•

To the Editor: The inferiority omplex which advertising has een laboring under for many a moon has certainly been brought o the fore by Leo Burnett Co. ertainly no other group has spent s much time and money in giving ublicity to their critics. Perhaps e might consider how another inustry approaches the problem of riticism.

Some time ago one of the large automobile manufacturers was under severe criticism for producing a radically new line of cars featuring an extreme rear-end design. This corporation rather than waste its time and money in answering critics took the attitude that it knew its business and it produced cars and sold them with considerable success. Shortly thereafter the automobile people were subjected to a barrage of brick-abats from small car aficionados. Instead of running scared and engaging in interminable public debates with their critics, they took the position that they knew their business and continued to produce cars which they felt the public wanted. When the time looked right, they came out with their very successful small cars.

It seems to me that advertising should reconsider its whole approach to criticism and take the more mature attitude of other industries, namely that they know their business best! They should be willing to accept valid criticism but not to give undue publicity to every unfavorable reference to Madison Ave.

William B. Schlefer,
Fletcher Richards, Calkins & Holden, New York.

•

To the Editor: I was very pleased to see that someone has hit back at the criticism hurled at advertising during the conventions. Leo Burnett Co. through its ad has shown that the individuals in advertising are trying to improve the business. I think that the politicians would be better liked if they would clean up their own business and not mind everyone else's.

As a high school student I did not know too much about the advertising trade. After reading ADVERTISING AGE for a year I have become better acquainted with advertising and the effort to improve it.

I sincerely hope that Sen. Church, Gov. Brown, and Gov. Stratton accept the offer of the Burnett company. If Sen. Church does not accept the offer, I suggest the advertising trade dig into its pocket and give Senator Church a subscription to ADVERTISING AGE. I believe Sen. Church will have more faith in the advertising trade after he learns more about it. To help pay for the subscription I enclose $1.

Congratulations on your effort and the efforts of other men in the advertising trade to help improve our country.

James Borland Jr.,
Georgiaville, R.I.

Young Mr. Borland's financial assistance is appreciated but we have returned his dollar. If an AA subscription for Sen. Church makes sense, we shall be glad to make it available.

•

Wants to Reproduce AA Articles for Teacher's Manual

To the Editor: Dr. Phillips of Bates College and I are completing a "Teachers' Manual" to be used in colleges and universities which have adopted our "Marketing: Principles and Methods" as a textbook. Since your publication contains valuable supplementary material of current interest we would like permission to quote or otherwise refer to the following:

- Quote results of *Milwaukee Journal* study of brand preferences, issue of May 9.
- Reproduce table on discretionary spending power, chart on inflation vs. consumer demand, and table on age distribution of our population from Arno Johnson's article entitled "Advertising, Better Money Policy Can Reverse '60 Slowdown," issue of April 18.
- Quote extracts from E. B. Weiss article entitled "New Type Cooperation by Independent Retailers," issue of Sept. 28.
- Quote extracts from E. B. Weiss article entitled "New Measures Needed on Chain Distribution" issue of April 25.
- Reproduce table showing distribution of toilet goods sales by retail outlets, issue of May 9.
- Quote report on Supreme Court decision in the Parke, Davis & Co. case, issue of May 14.

We will, of course, give proper credit to authors and publisher in accordance with standard practice in the publishing field.

Delbert J. Duncan,
Professor of Marketing, University of California, Berkeley.

• • •

The Marketing Boss Determines the Final Sales Results

To the Editor: In reference to your editorial, "Who's the Marketing Boss?" (AA, Aug. 15), are you suggesting the people at P&G in charge of marketing didn't solicit the endorsement [of Crest toothpaste] of the American Dental Assn.?

Ed E. Deuss,
Vice-President, John B. Morrissey Co., Chicago.

No. But we think the official ADA endorsement of Crest with stannous fluoride will influence consumers. And competitors. Likewise FTC's complaint on "visual innuendo" in Colgate's ads for Gardol.

• • •

Sell the Benefits of Product, Not the Product Itself

To the Editor: In my opinion your Creative Man jumped his "creative trolley" in tearing apart the Japan Air Lines ad in your Aug. 8 issue.

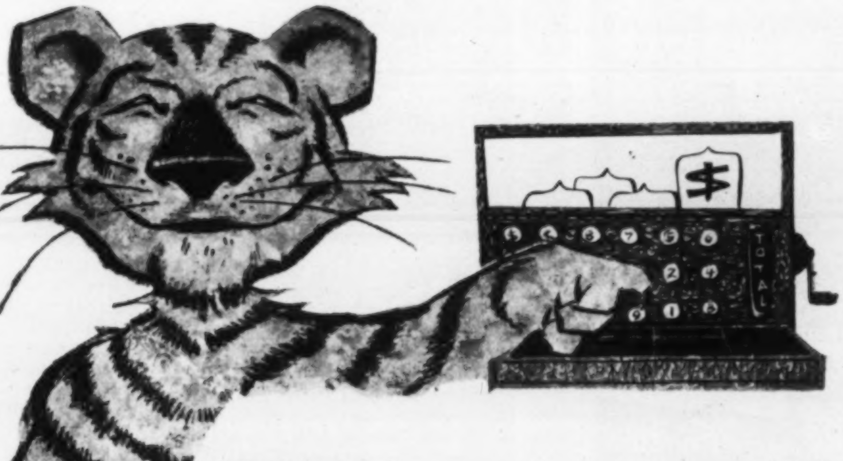
I have been taught, by the supposedly experts in advertising, to spell out benefits of products instead of selling the product as such.

These days few people want to take a ride in an airplane just for fun. When most of us climb aboard we want to go somewhere. In this part of the country airlines tell us how fast we can fly to New York. One such airline talked me out of going on a competitive line . . . and there wasn't a sign of an airplane in the layout! For shame!

Doesn't the Creative Man remember, or is he too young, the way trolley car lines and railroads promoted travel? Some of them built amusement parks and resorts, and sold these spots, not the mode of transportation. Union Pacific still does.

Just last week I received a new folder about Sun Valley. It's a

Here's a Tiger for Sales in Baton Rouge . . .



WAFB-TV Roars Anew from Channel 9

Channel 28, the U.H.F. that won awards in 25 of 26 merchandising competitions —

NOW IS UNLEASHED ON V.H.F.
TO SELL YOUR PRODUCTS TO MORE PEOPLE!

The basic BEST of CBS . . . plus ABC . . . top national film shows and top local shows. Add merchandising that has won WAFB-TV national recognition many times . . . merchandising that follows through 'til **you've** won the market. THESE ARE THE REASONS YOU'LL WANT TO MAKE WAFB-TV the **hinge** on which you'll swing your marketing in this billion dollar-PLUS market.

Now sending a brilliant new picture into 268,400 TV homes in Louisiana and Mississippi. Now reaching far out from its rich Baton Rouge hub to carry your sales story throughout this vital Central-Gulf-Coast area.

WAFB TV CHANNEL 9 BATON ROUGE LOUISIANA

goes farther – sells more – in one of the nation's fastest-growing markets

Get Full Information from . . . BLAIR Television ASSOCIATES INC.

At OLYMPIC EXPOSITION GAME . . . or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

7* OUT OF 10 *read the* CINCINNATI POST TIMES-STAR

**B. L. Schapker Market Research*

Total ABC circulation, the largest daily in Cincinnati history . . .

273,148

The Newspaper that Spends the Evening with Almost 1,000,000 *Readers*

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

beautiful, hard sell piece, but Union Pacific was smart enough to use only a light, line drawing of a train, so subdued it is just a background for a full-color illustration of a happy family at Sun Valley.

So, Mr. Creative Man, let's not go back to advertising that simply pictures a can of beans, the front door of a bank, an air view of "the factory" or main office, or even a woodcut of "our founder." Please let us sell benefits instead of products so advertising will continue to work.

Leslie S. Hauger,
Vice-President, Watts, Payne Advertising, Tulsa.

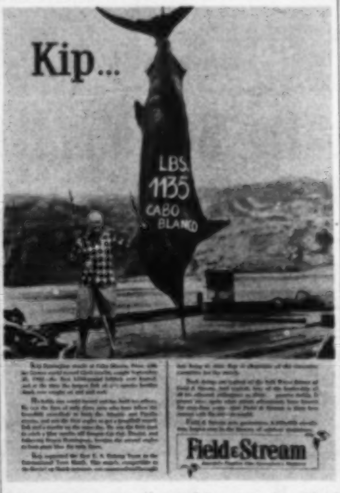
• • •

South American Sportsman Ready to Eat 1,100 lb. Tuna

To the Editor: How creative can one get in advertising to the extent of "creating" illusion or even delusion?

I'll eat Mr. Farrington's next tuna alive, head, body and soul, if the photograph featured in the *Field & Stream* ad (AA, June 13) was not cut out and mounted.

Even if the catch was legitimate, which I don't doubt, to the genuine sportsmen the ad treatment might let come up thoughts as to the authenticity of circumstances. I suppose the original photograph had a lousy background, or something. Better a bad but authentic picture than one which can be misinterpreted, though I believe it fairly impossible to buy yourself a tuna as big as that in the fishmarket around the corner. What do you say?



G. F. Wilda,
Lintas Publicidade Internacional, Sao Paulo, Brazil.

• • •

AA Editorial Gets Attention in Newspapers

To the Editor: When your editorial appeared in ADVERTISING AGE it so impressed us that we gave it to the editor of our local newspaper, the *Indianapolis News*.

They, in turn, were so impressed with it that they reproduced it, giving ADVERTISING AGE the credit . . .

Herbert A. Carlson,
President, Carlson & Co., Indianapolis.

•

To the Editor: A number of my advertising people have placed on my desk your form letter of July 21 with that excellent editorial, "Are Our Standards of Living Too High?" We are going to print this under the headline "Important," on our editorial page in the near future and a copy will be sent to you when it appears. . . .

William Loeb,
President, Union Leader Corp., Manchester, N. H.

•

To the Editor: Let me offer my congratulations on an admirable exposition in which the fundamentals of the problem you dealt with are set forth with commendable lucidity and cogency. This much is true: The problem that you described and interpreted so successfully deserves the approbation of all in the advertising business. Still more: I venture to suggest that unless several equally clear and forceful voices from "Madison Ave." are heard from to check the many varied attacks that have been launched against the advertising business in recent years, it is inevitable that attacks will be followed by discredit and this by an ultimate waning of influence. . . .

To curb consumer purchases to attain "Better Housing," "Better Education," "More Effective Defense," etc., the Democratic National Convention assumes that this country is incapable of attaining both. To this we need only cite the extraordinary achievements during 1942-45, when, under the impress of war, the economy of the country spiralled to the most dizzying heights of productivity.

And I am tempted to voice the following: That if the politicos are genuinely desirous of unleashing an upsurge of "Idealism" as an antidote to the current "Materialism," that the probabilities are great that it will be the advertising world that will be called in to use its resources, intelligence and ingenuity to assist in "putting it over!" . . .

Edward Sherby,
Publisher, *Frosted Food Field*, New York.

•

To the Editor: I wonder how [Sen. Church], for whom I have the highest regard, justifies the politico's paid employment of the very same hucksters, to sell inferior politicians to the American citizen, by wrapping them in the very same bright packages.

Somehow, I fail to see the difference between selling a Senator or a tube of toothpaste to the American public. In many cases, the product lives up to its claims, and in some cases it does not. In each case, it is the job of the advertising industry to honestly promote the product for the manufacturer (or party) as it is represented to the agency, and this has been done, in the main, with a particularly high code of ethics.

It is indeed a shame that only after the advertising agency has done the selling job, the product (or politician) falls short of its claims.

Nat Kameny,
President, Kameny Associates, New York.

• • •

Ads Show 'Questionable' Marketing Practices of Japanese

To the Editor: As evidence of the attempts being made to delude the American public with highly questionable marketing practices for Japanese radios, we call your attention to the full-page advertisement of Transistor World Corp. in the Aug. 2, 1960, issue of *Home Furnishings Daily* by the distributor of Toshiba radios in the U.S. It features a large photographic illustration of the Mount Rushmore National Monument in South Dakota, showing Presidents Washington, Jefferson, Roosevelt and Lincoln.

We also want to mention the newest brand name for Japanese radios just announced by Sanshin Jitsugyo Co., Tokyo. It is, of all things, Americana. We hope Americans will not be fooled by such merchandising programs.

The shipment of electronic components from Japan to the U.S. in the first three months of 1960 shows alarming increases in every category compared with the first three months of 1959:

Receiving tubes	Up 383%
Loudspeakers	Up 233%
Transistors	Up 1,059%

It is obvious that these increases cannot continue for long without inflicting serious and permanent damage on American companies.

C. B. Flinn,
Sales Manager, Radio Division, Admiral Sales Corp., Chicago.

• • •

People Would Buy with Glee If Paid a Consumers' Fee

To the Editor: This plaintiv thought "oozed" out of me ont paper before I could stop it.

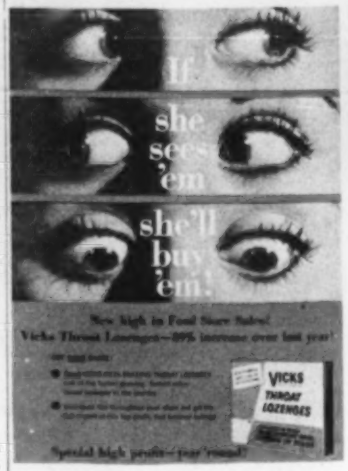
Marketing Man's Lament

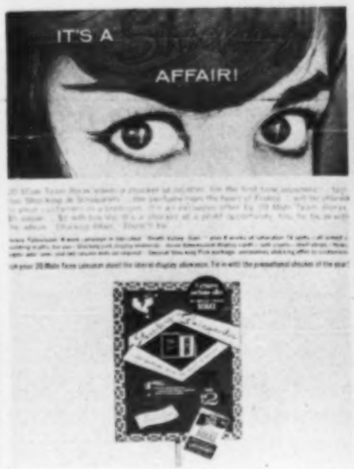
When I count up the many brand
Of cars and cigarets and soap
That tv stars "can't do without"
It fills my heart with fervent hop

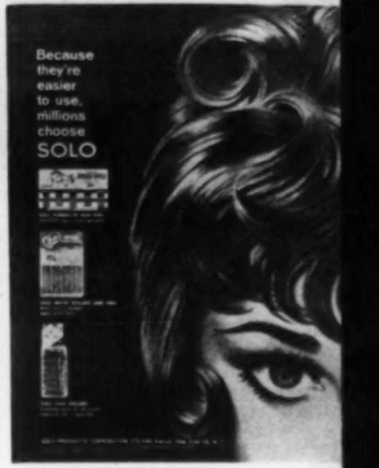
I think, why can't consumers everywhere
Use all my products every day,
With happy smiles, at work or pla
Just like those tv stars I pay?

But then, alas!—is there som chance
These selfsame stars find product good
Because my contract, script an cash
Without exception say they should

Ralph R. Brubaker,
Los Angeles.


If she sees 'em she'll buy 'em!
New high in Food Store Sales!
Vicks Throat Lozenges—89% increase over last year!
VICKS THROAT LOZENGES
Special high profit—year 'round!





Got the Feeling You're Being Watched? Here's the Answer

To the Editor: The eyes have it!

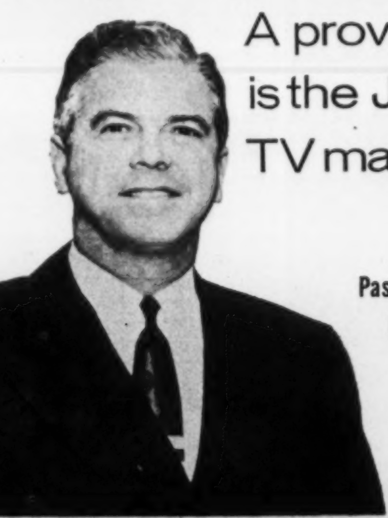
At least that's the way it appears in the August issue of *Progressive Grocer*. First we have an ad for 20 Mule Team Borax positioned on the inside front cover, utilizing the hackneyed close-up of a girl's hair and eyes. Not to be outdone we are immediately confronted with a Solo ad on Page 2 that uses another femme fatale with one eye exposed.

Continuing through the magazine we find the Vicks ad on Page 167 and what do you think? This time three pairs of female eyes are looking out at you from their cleverly cropped positions in the ad.

This must be the season for art directors to use the "eye" technique for an attention-getter. What will the trend be next year when the one creative art director comes up with the vehicle that the rest will follow?

The eyes have *had* it!

Joel Stein,
Vice-President, Advertising Associates, New York.



"America's new economic strength lies in the South. A proven leader is the Jackson TV market area."

Past President, American Muncipal Association

ALLEN C. THOMPSON

Mayor, Jackson

WJTV Katz 12 WLBT Hollingbery 3

Serving the Jackson, Miss., Television Market

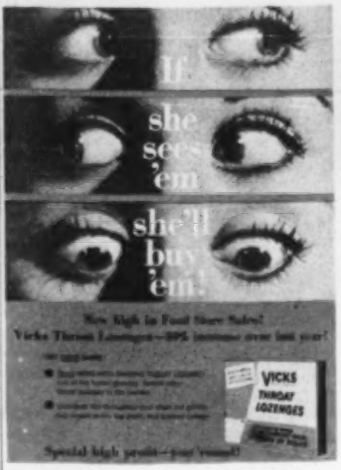
ON
RE
see
ti...
OF
ATI
T
AR
esearch
largest
partment
rtment
apers

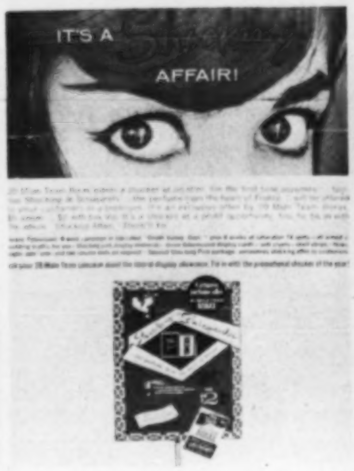
beautiful, hard sell piece, but Union Pacific was smart enough to use only a light, line drawing of a train, so subdued it is just a background for a full-color illustration of a happy family at Sun Valley.

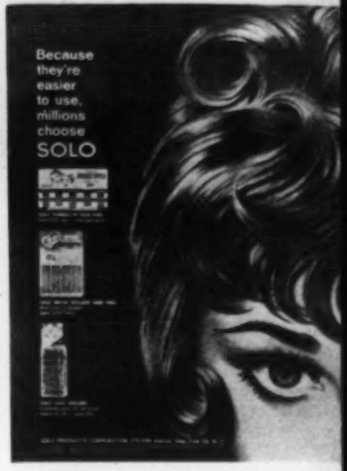
So, Mr. Creative Man, let's not go back to advertising that simply pictures a can of beans, the front door of a bank, an air view of "the factory" or main office, or even a woodcut of "our founder." Please let us sell benefits instead of products so advertising will continue to work.

Leslie S. Hauger,
Vice-President, Watts, Payne Advertising, Tulsa.

• • •







Got the Feeling You're Being Watched? Here's the Answer

To the Editor: The eyes have it!

At least that's the way it appears in the August issue of *Progressive Grocer*. First we have an ad for 20 Mule Team Borax positioned on the inside front cover, utilizing the hackneyed close-up of a girl's hair and eyes. Not to be outdone we are immediately confronted with a Solo ad on Page 2 that uses another femme fatale with one eye exposed.

Continuing through the magazine we find the Vicks ad on Page 167 and what do you think? This time three pairs of female eyes are looking out at you from their cleverly cropped positions in the ad.

This must be the season for art directors to use the "eye" technique for an attention-getter. What will the trend be next year when the one creative art director comes up with the vehicle that the rest will follow?

The eyes have *had* it!

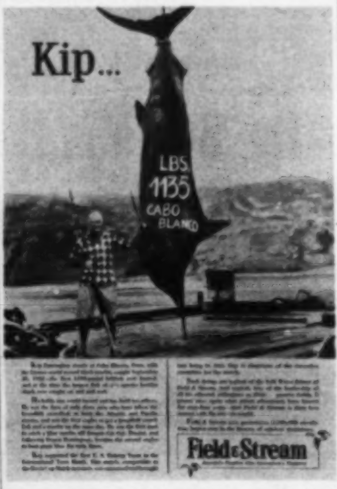
Joel Stein,
Vice-President, Advertising Associates, New York.

South American Sportsman Ready to Eat 1,100 lb. Tuna

To the Editor: How creative can one get in advertising to the extent of "creating" illusion or even delusion?

I'll eat Mr. Farrington's next tuna alive, head, body and soul, if the photograph featured in the *Field & Stream* ad (AA, June 13) was not cut out and mounted.

Even if the catch was legitimate, which I don't doubt, to the genuine sportsmen the ad treatment might let come up thoughts as to the authenticity of circumstances. I suppose the original photograph had a lousy background, or something. Better a bad but authentic picture than one which can be misinterpreted, though I believe it fairly impossible to buy yourself a tuna as big as that in the fishmarket around the corner. What do you say?



G. F. Wilda,
Lintas Publicidade Internacional, Sao Paulo, Brazil.

• • •

AA Editorial Gets Attention in Newspapers

To the Editor: When your editorial appeared in ADVERTISING AGE it so impressed us that we gave it to the editor of our local newspaper, the *Indianapolis News*.

They, in turn, were so impressed with it that they reproduced it, giving ADVERTISING AGE the credit . . .

Herbert A. Carlson,
President, Carlson & Co., Indianapolis.

•

To the Editor: A number of my advertising people have placed on my desk your form letter of July 21 with that excellent editorial, "Are Our Standards of Living Too High?" We are going to print this under the headline "Important," on our editorial page in the near future and a copy will be sent to you when it appears. . . .

William Loeb,
President, Union Leader Corp., Manchester, N. H.

•

To the Editor: Let me offer my congratulations on an admirable exposition in which the fundamentals of the problem you dealt with are set forth with commendable lucidity and cogency. This much is true: The problem that you described and interpreted so successfully deserves the approbation of all in the advertising business. Still more: I venture to suggest that unless several equally clear and forceful voices from "Madison Ave." are heard from to check the many varied attacks that have been launched against the advertising business in recent years, it is inevitable that attacks will be followed by discredit and this by an ultimate waning of influence. . . .

To curb consumer purchases to attain "Better Housing," "Better Education," "More Effective Defense," etc., the Democratic National Convention assumes that this country is incapable of attaining both. To this we need only cite the extraordinary achievements during 1942-45, when, under the impress of war, the economy of the country spiralled to the most dizzying heights of productivity.

And I am tempted to voice the following: That if the politicos are genuinely desirous of unleashing an upsurge of "Idealism" as an antidote to the current "Materialism," that the probabilities are great that it will be the advertising world that will be called in to use its resources, intelligence and ingenuity to assist in "putting it over!" . . .

Edward Sherby,
Publisher, *Frosted Food Field*, New York.

•

To the Editor: I wonder how [Sen. Church], for whom I have the highest regard, justifies the politico's paid employment of the very same hucksters, to sell inferior politicians to the American citizen, by wrapping them in the very same bright packages.

Somehow, I fail to see the difference between selling a Senator or a tube of toothpaste to the American public. In many cases, the product lives up to its claims, and in some cases it does not. In each case, it is the job of the advertising industry to honestly promote the product for the manufacturer (or party) as it is represented to the agency, and this has been done, in the main, with a particularly high code of ethics.

It is indeed a shame that only after the advertising agency has done the selling job, the product (or politician) falls short of its claims.

Nat Kameny,
President, Kameny Associates, New York.

• • •

Ads Show 'Questionable' Marketing Practices of Japanese

To the Editor: As evidence of the attempts being made to delude the American public with highly questionable marketing practices for Japanese radios, we call your attention to the full-page advertisement of Transistor World Corp. in the Aug. 2, 1960, issue of *Home Furnishings Daily* by the distributor of Toshiba radios in the U.S. It features a large photographic illustration of the Mount Rushmore National Monument in South Dakota, showing Presidents Washington, Jefferson, Roosevelt and Lincoln.

We also want to mention the newest brand name for Japanese radios just announced by Sanshin Jitsugyo Co., Tokyo. It is, of all things, Americana. We hope Americans will not be fooled by such merchandising programs.

The shipment of electronic components from Japan to the U.S. in the first three months of 1960 shows alarming increases in every category compared with the first three months of 1959:

Receiving tubes	Up 383%
Loudspeakers	Up 233%
Transistors	Up 1,059%

It is obvious that these increases cannot continue for long without inflicting serious and permanent damage on American companies.

C. B. Flinn,
Sales Manager, Radio Division, Admiral Sales Corp., Chicago.

• • •

People Would Buy with Glee If Paid a Consumers' Fee

To the Editor: This plaintiv thought "oozed" out of me ont paper before I could stop it.

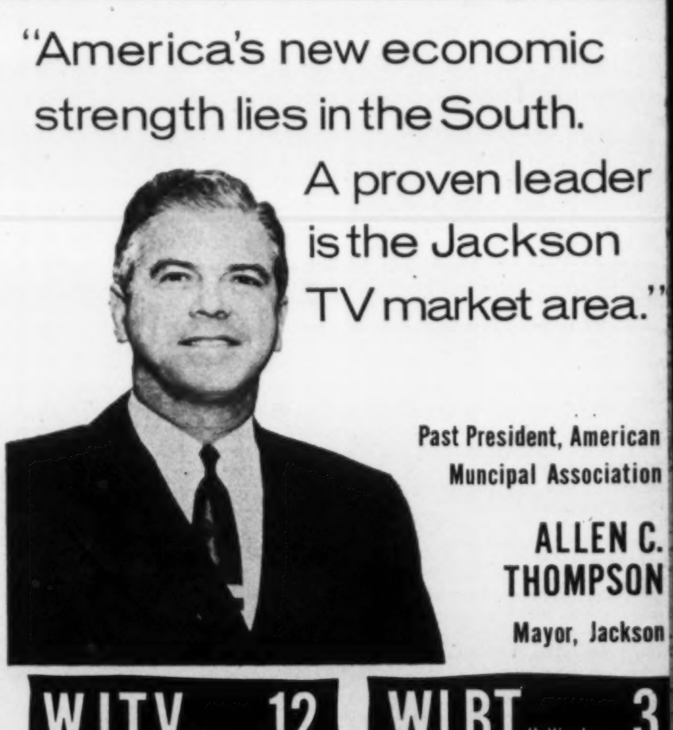
Marketing Man's Lament

When I count up the many brand
Of cars and cigarets and soap
That tv stars "can't do without"
It fills my heart with fervent hope

I think, why can't consumers ev
erywhere
Use all my products every day,
With happy smiles, at work or pla
Just like those tv stars I pay?

But then, alas!—is there som
chance
These selfsame stars find product
good
Because my contract, script an
cash
Without exception say they should

Ralph R. Brubaker,
Los Angeles.



"America's new economic strength lies in the South. A proven leader is the Jackson TV market area."

Past President, American Muncipal Association
ALLEN C. THOMPSON
Mayor, Jackson

WJTV Katz 12
WLBT Hollingbery 3

Serving the Jackson, Miss., Television Market

Top 100 Adve
Invested $2.5

(Continued from Page 1)

n 1958).

▪ It was a remarkably good year or the 100 leaders generally and, vith a few exceptions, this was oorne out by the figures on adertising, sales and earnings. Of he 100 companies, 81 increased dvertising, 11 held even and ight cut back. This was an upurn from 1958 when 67 compaies increased expenditures, five vere even and 28 cut back.

The increased expenditures orought rewards in sales and earnngs: 30 companies on the list chieved their highest sales on ecord, and 25 of these amassed ecord earnings, too. All told, 81 ompanies showed sales increases.

▪ Biggest product category repesented by the 100 leaders was he food industry. The top 100 list ncluded 21 companies with food ines, and they spent $522,397,000 n advertising—more than a fifth f the 100 leaders' total. The sum vas up 5% from $499,000,000 pent by 21 food companies on he list in 1958.

The group of 21 companies was he same as last year, except that . T. French Co. didn't make it his year, and the Florida Citrus ommission was added to the list or the first time. General Foods orp.'s $103,000,000 expenditure vas the largest in the group.

The second largest segment of e 100 leaders total was the 341,354,200 expenditure by five uto companies—GM, Ford, hrysler, American Motors and tudebaker-Packard. Back on the st in 1959—it was not on the 100 aders list in 1958—was Studeaker-Packard, whose sales sucss with the Lark last year was ccompanied by hefty advertising creases.

Big advertising investments ere made by other product roups among the 100 leaders, cluding:

Drugs and Cosmetics—Heaviest vestor in advertising was American Home Products Corp., with an xpenditure of $65,000,000. The ompany is primarily in pharmaeuticals, but has a food line, hich qualifies it for the food roup, too. Bristol-Myers Co. was econd with $38,000,000, followed y Sterling Drug, with $27,500,000. he 100 leaders included 15 comanies with drugs and cosmetics nes, and they spent $303,500,- 00 on advertising.

Soap—Four companies in the ap and detergent fields invested 94,000,000 in advertising, up om $280,231,000 invested by the ur in 1958. They are P&G, Lever d Colgate—all in the top ten— d Lestoil Inc., which got increasgly stiffer competition from the hers in the general detergent eld.

Tobacco—Seven tobacco companies among the 100 leaders inuded one newcomer to the list -Bayuk Cigars, whose Phillies ere largely responsible for the ompany's 29% sales increase in 9 (along with earnings nearly oubled). R. J. Reynolds Tobacco o. headed the list with a $49,- 00,000 expenditure, trailed by merican Tobacco Co. with $40,- 00,000. The total for the seven ompanies was $214,100,000.

Oil—The petroleum business as one of the few among the 100 aders which showed a decline, as versupply and price cutting cut ack on some sales and earnings tals, and ad budgets got cut, too. even oil companies spent $104,- 36,000 on advertising, down from 109,461,231 in 1958. Biggest spend-

Top 100 Advertisers Invested $2.5 Billion

(Continued from Page 1)

n 1958).

■ It was a remarkably good year or the 100 leaders generally and, vith a few exceptions, this was oorne out by the figures on advertising, sales and earnings. Of he 100 companies, 81 increased dvertising, 11 held even and ight cut back. This was an upturn from 1958 when 67 companies increased expenditures, five vere even and 28 cut back.

The increased expenditures orought rewards in sales and earnings: 30 companies on the list chieved their highest sales on ecord, and 25 of these amassed ecord earnings, too. All told, 81 ompanies showed sales increases.

Biggest product category represented by the 100 leaders was he food industry. The top 100 list ncluded 21 companies with food ines, and they spent $522,397,000 n advertising—more than a fifth f the 100 leaders' total. The sum vas up 5% from $499,000,000 pent by 21 food companies on he list in 1958.

The group of 21 companies was he same as last year, except that . T. French Co. didn't make it his year, and the Florida Citrus ommission was added to the list or the first time. General Foods orp.'s $103,000,000 expenditure vas the largest in the group.

The second largest segment of he 100 leaders total was the 341,354,200 expenditure by five uto companies—GM, Ford, hrysler, American Motors and tudebaker-Packard. Back on the st in 1959—it was not on the 100 eaders list in 1958—was Studebaker-Packard, whose sales success with the Lark last year was ccompanied by hefty advertising ncreases.

Big advertising investments ere made by other product roups among the 100 leaders, ncluding:

Drugs and Cosmetics—Heaviest nvestor in advertising was American Home Products Corp., with an xpenditure of $65,000,000. The ompany is primarily in pharmaceuticals, but has a food line, hich qualifies it for the food roup, too. Bristol-Myers Co. was econd with $38,000,000, followed y Sterling Drug, with $27,500,000. he 100 leaders included 15 companies with drugs and cosmetics nes, and they spent $303,500,-00 on advertising.

Soap—Four companies in the ap and detergent fields invested 294,000,000 in advertising, up om $280,231,000 invested by the ur in 1958. They are P&G, Lever d Colgate—all in the top ten—d Lestoil Inc., which got increasgly stiffer competition from the hers in the general detergent eld.

Tobacco—Seven tobacco companies among the 100 leaders included one newcomer to the list -Bayuk Cigars, whose Phillies ere largely responsible for the ompany's 29% sales increase in 9 (along with earnings nearly oubled). R. J. Reynolds Tobacco o. headed the list with a $49,-00,000 expenditure, trailed by merican Tobacco Co. with $40,-00,000. The total for the seven ompanies was $214,100,000.

Oil—The petroleum business as one of the few among the 100 eaders which showed a decline, as versupply and price cutting cut ack on some sales and earnings otals, and ad budgets got cut, too. even oil companies spent $104,-36,000 on advertising, down from 109,461,231 in 1958. Biggest spender was Standard Oil (New Jersey), with $23,236,000, followed by Standard Oil (Indiana) with $20,500,000.

• **Beer**—Anheuser-Busch, the brewing leader, with a hot sales record for the past two years, set the pace in beer advertising in 1959, with an expenditure of $22,500,000. Jos. Schlitz Brewing Co. was next, with $15,500,000, and then Falstaff Brewing Co., with $10,700,000. Six brewers had a total expenditure of $74,040,000, which was higher than the $72,060,000 total for six brewers in 1958 (Liebmann Breweries dropped off the list in 1959 and was replaced by Theo. Hamm Brewing Co.).

■ Advertising figures listed for each of the 100 leaders include "measured media" expenditures published by various statistical bureaus and associations for newspapers, magazines, network and spot television, spot radio, business publications, farm publications and outdoor. To get a grand total for each of the 100, "unmeasured media" expenditures were added to the measured totals. These unmeasured media expenditures include point of purchase, direct mail, network radio, premiums and all other forms of advertising.

Advertising Age would like to make it clear that the selection of "the 100 leading national advertisers" was based on measured media expenditures, and that if another criterion was used other advertisers not now on the list would need to be included.

Among such companies would be those which spend many millions annually in local advertising, which is not measured. Such companies include Montgomery Ward, Sears, Roebuck & Co., A&P, Kroger, Macy, Gimbel and Marshall Field.

CORRECTION

AA regrets that the chart which appears on Page 44 contains some transposed figures which were not discovered until the issue was printed. The correct figures would show that the 100 leaders invested $338,531,831 in newspapers, $15,437,390 in farm publications and $294,726,889 in magazines.

Last-Minute Changes Affecting 100 Leaders

• On Aug. 18 Campbell Soup Co., in a move to consolidate its ad account among fewer agencies, switched the advertising for its line of Swanson frozen and heat-processed products from Tatham-Laird to Leo Burnett Co. Billings were estimated at between $1,500,000 and $2,000,000.

• Earlier this month Remington Rand's international division moved its account from Robert Otto & Co. to Doyle Dane Bernbach. The International Shaver division remained with Fletcher Richards, Calkins & Holden. Jack Lane is the account exec on the international division at Doyle Dane Bernbach. #

Sauers Joins SSC&B

Donald Sauers, formerly with Ted Bates & Co., has joined Sullivan, Stauffer, Colwell & Bayles, New York, as a copy group head. Sullivan, Stauffer also has named three vps in its tv-radio department. They are Frank Reed, business manager of the department, and Rodney Albright and James Hayes, tv producers.

Last Minute News Flashes

Humble Opens Ohio Unit Selling Enco Brand

Columbus, O., Aug. 26—Humble Oil & Refining, the marketing arm of Standard Oil Co. (New Jersey), will open its first Ohio station in Youngstown about Sept. 15, selling three grades of Enco gas. Humble has been testing the Enco trademark in Oregon and Washington (AA, July 4).

Alexander, Sweet-Orr to Sanders from Kastor, Hilton

New York, Aug. 26—Sidney Alexander has resigned as vp and group supervisor at Kastor, Hilton, Chesley, Clifford & Atherton to become a partner in Sanders & Lowen, New York agency. Several accounts will join the agency with him, including Sweet-Orr & Co., manufacturer of work clothes, industrial uniforms and boys' pants. Kastor, Hilton, in announcing that the account was leaving the agency, said the move was made "by mutual agreement . . . to allow it to solicit a competitive account."

'American Weekly' Sets Texas Unit; Drops 3 Papers

New York, Aug. 26—*The American Weekly*, which earlier this week dropped three newspapers from its distribution and plans to drop two more because they carry the competing *This Week Magazine*, has announced formation, effective Jan. 1, of a Texas regional edition. The regional edition covers the *Dallas Times Herald*, *Corpus Christi Caller-Times*, *El Paso Times*, *Houston Chronicle* and *San Antonio Light*. Circulation of the regional edition is 710,733; the b&w page rate will be $2,950. The three papers dropped earlier in the week were the *Cincinnati Enquirer*, *Cleveland Plain Dealer* and *New Orleans Times-Picayune*, lopping off 1,000,000 in circulation. National circulation now goes to 8,762,883 and the b&w page rate becomes $26,825. The remaining two papers to be dropped are the *Philadelphia Bulletin* and the *St. Louis Globe-Democrat*.

Fors Joins Electric Autolite; Seem to White Motor

Toledo, Aug. 26—William B. Fors, former director of advertising of Bissell Inc., will join Electric Autolite Co. Aug. 29 as director of advertising. Mr. Fors, who resigned from Bissell two months ago (AA, June 13), succeeds Donald B. Seem, who resigned from Autolite earlier this month (AA, Aug. 1) and has since joined White Motor Co., Cleveland, as director of advertising and public relations, a new position.

National Shoes Starts New Drive; Other Late News

• **National Shoes**, New York, hiking its ad budget to a record $300,000, will kick off a fall campaign in more than 40 eastern markets Monday. Newspapers, radio, tv and magazines will figure in the drive for the 173-store chain. Mogul Williams & Saylor, New York, is the agency.

• **The Christian Science Monitor**, Boston, currently is considering an arrangement under which it would publish simultaneously in several cities coast-to-coast. The newspaper has confirmed that it is working on the plan, which would involve simultaneous publishing operations in "more than four cities." An announcement is expected by mid-September.

• **Metropolitan Sunday Newspapers** has established a regional plan under which advertisers can buy a minimum of three newspapers each in its *Sunday* magazine network and/or Sunday comics network. Ad rates for the regional plan—effective Sept. 1—are based on individual card rates of each newspaper. Previously, *Sunday* and the comics were each sold under a multi-newspaper package arrangement.

• **Kraft Foods** is test marketing a new product—Kraft whipped cream cheese—in Chicago, New York, St. Louis, Boston and Philadelphia. Large-space newspaper ads are being used. J. Walter Thompson Co., Chicago, is the agency.

• **Brown & Williamson Tobacco Corp.** will launch a new ad push this month for Viceroy cigarets, which will emphasize "reasons why" thinking men smoke the brand. Media include network and spot tv; newspapers, including comics sections; car cards and spot radio. Ted Bates & Co., New York, is the agency.

• **Daily Trader**, White Plains, N.Y., a morning daily covering Westchester County, will bow on newsstands Sept. 26. The standard-size newspaper will be published daily except Sunday, will have an initial guarantee of 15,000 and will be equipped to handle r.o.p. color. Publisher is Patent Trader Inc., which puts out *Patent Trader*, a semi-weekly, and *Scarsdale Enquirer*, a weekly, both in Westchester County.

• **Swan** liquid detergent, introduced by Lever Bros. in several test markets last year, has now moved into the Chicago, Minneapolis and Indianapolis markets. The product is now being promoted purely as a dishwashing agent. Needham, Louis & Brorby is the agency.

• **Ford division** of Ford Motor Co. has purchased a group of half-hour syndicated tv shows to bolster its network tv effort. About nine different shows will run in two or three markets each. J. Walter Thompson Co. placed the 52-week orders.

• **Shedd-Bartush Foods**, Detroit, has named Cunningham & Walsh, San Francisco, to handle advertising for its Durkee division. Shedd-Bartush last May purchased rights to manufacture and distribute Durkee table margarine, mayonnaise and salad dressings in California, Washington, Oregon, Arizona, Nevada, Utah and Idaho.

• **William B. Rose** has resigned as vp of marketing of Bissell Inc. A successor has not been named, and Mr. Rose has not announced his future plans. He became the third Bissell marketing executive to leave in the past two months, William B. Fors, director of advertising (*see news flash above*), and Robert E. Gray, sales manager, having left the company in June (AA, June 13).

• **Gerald A. Hoeck**, vp and tv director of Miller, Mackay, Hoeck & Hartung, Seattle, has been appointed special public relations consultant to the Democratic National Committee.

• **Anti-payola legislation** cleared its last major congressional roadblock this week as the Senate approved a compromise bill which eliminates a House provision authorizing the Federal Communications Commission to suspend temporarily the licenses of stations which violate FCC rules. The compromise gives FCC power to levy fines up to $10,000, but bars fines for offenses that occurred more than one year before the commission intervened.

NBP
Token of Trust
? who ... what ... where ?
NATIONAL BUSINESS PUBLICATIONS

TRUST—*This is the first in a series of four ads National Business Publications Inc. is running in the national edition of the Wall Street Journal, starting Aug. 22. The other three ads are scheduled for the Journal in September, October and November.*

Philip Morris Commander Bows

New York, Aug. 26—Philip Morris Inc. will break a $5,000,000 campaign for its new Philip Morris Commander cigaret late next month.

The new brand, a king-size longer than the current long-size Philip Morris, will replace that brand. Distribution already is well under way for the new cigaret, which comes in a blue, red and gold package. Tobacco companies are super-secretive about plans for new brands, and PM made a special effort to avoid early publicity since dealers have big stocks of the long size that they want to get rid of before word of the new type gets around.

Commander commercials will appear on all seven of PM's network telecasts, backed by tv spots on approximately 100 stations, plus network and spot radio coverage. To familiarize the public with the new pack, Leo Burnett Co. is trying to line up r.o.p. newspaper color space in every state. Spreads will be run in magazines.

Ford Canada Shifts Monarch to JWT, Lincoln to Vickers

Toronto, Aug. 26—Ford Motor Co. of Canada Ltd. yesterday pulled the advertising accounts of Monarch and Lincoln cars out of Cockfield, Brown & Co., effective immediately.

The Monarch account was awarded to J. Walter Thompson and the Lincoln account to Vickers & Benson.

The Lincoln account here is estimated to involve $50,000 a year in billings. What Monarch bills is not generally known, but informed sources told Advertising Age the figure runs to about $250,000 a year.

Cockfield, Brown retains Ford's "all-product" or institutional advertising account, the British Ford line, including Anglia, Consul, Zephyr, Zodiac and Thames trucks, Ford of Germany's Taunus car, Ford tractor and equipment sales, and parts and service.

■ Vickers & Benson now handles Meteor, Mercury, Frontenac, Lincoln and Mercury trucks. J. Walter Thompson's segment comprises Ford, Monarch, Falcon and Ford trucks.

Ford's commissionable billings in Canada are estimated to run about $5,000,000 a year.

Ford said the agency moves were made in an effort to streamline its advertising program. #

P&G Makes Capital of ADA O.K. in Crest Ads

(*Continued from Page 2*)

most of the letters asking for further information on the action.

"In a few instances," he said, "the persons felt the move was outside the usual dignity of the association."

Dr. Doty felt many of these complaints arose because patients got the impression from news stories that the ADA had "endorsed" or "approved" Crest toothpaste.

The council, he pointed out, has only "recognized the usefulness of the dentifrice as a caries preventative agent."

▪ The doctor also noted that the council put Crest in a classification under which continued recognition is contingent not only on the clinical value of the product, but on the adherence to ADA standards of labeling and advertising.

In the case of Crest, he said, this would relate to the fact that ads should emphasize that the product is effective "only when used as part of a program of oral hygiene."

Dr. Doty said that the Crest recognition "has been a stimulus" to other dentifrice manufacturers in regard to seeking similar recognition. He added, however, that the council has been in touch with these companies in the past, as well.

"The controlling factor here," he said, "is that the evidence must be sufficient in a number of ways."

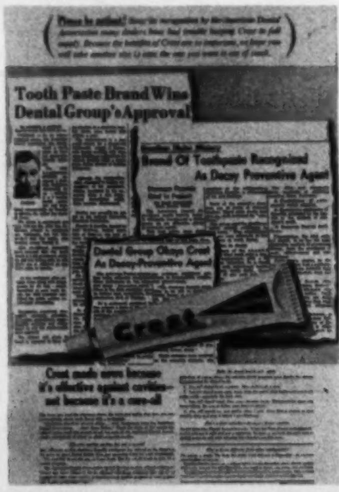
▪ Wide variations in Crest retail sales were found in the AA check. In Cincinnati, for instance, where P&G headquarters are located, sales increases were reported in five outlets checked. They ranged from 10% to 50% above the pre-Aug. 1 pace.

On the other hand, Minneapolis dealers reported only mild—if any —increase in Crest sales. A buyer for 19 Snyder drug stores, however, said movement of Crest out of the warehouse is up 10% to 20%.

▪ Market by market, the survey showed this:

Boston—Several wholesalers reported increased demand for Crest, but said it's too early to calculate actual sales increase. Lakin Square Drugs in Quincy reported no sales reaction yet.

Hartford—Calls to a half-dozen outlets turned up some indication that sales of Crest were increasing, and G. Fox & Co. department stores reported they were out of stock.


Tooth Paste Brand Wins Dental Group's Approval
Crest

PATIENCE—*Newest ad for Crest toothpaste, similar to the first, points out in top line that the product may be in short supply. The ad ran in several hundred newspapers. Benton & Bowles, New York, is agency for the Procter & Gamble product.*

Buffalo—Two of three drug stores said Crest sales have increased. A Hamburg druggist said many customers have mentioned the ADA announcement when asking for Crest. The third store said it noticed no sales increase.

New York—The impact of the dental association move was definitely mixed. Generally, suburban stores noted the sales increase first, with much less reaction in the city (Greenwich Village was an exception, with two stores sold out of Crest). A Queens druggist said more customers are asking for Crest and referring to the ADA recognition. East Hills Pharmacy in Albertston, N.Y., is giving Crest additional display space and said sales began rising sharply as soon as the news stories broke.

In Manhattan, a druggist who said sales were up, reported talking to several dentists who thought "there is nothing to" the ADA announcement and indicated they thought the association must have been "influenced" when it put the stamp of approval on Crest. An out-of-stock retailer in the Village, who reported being told his reorders could not be filled for some time, commented: "The company's sold out, too."

At Ketchum & Co., the Crest buyer said that Crest sales had "definitely increased," but that the company "could not say how much exactly." The wholesaler also said that it still had Crest in stock. At Schiefflien & Co., the Crest buyer said he would not be able to tell how much sales had increased until the next monthly inventory was taken. The wholesaler had put in an extra supply of Crest in anticipation of increased demand, but he said "so far I haven't received warning that our stocks were running out or even running low."

Philadelphia—While sales were not up sharply, retailers were stocking up in anticipation of increased demand. One store operator told AA that Procter & Gamble had put Crest on allocation to its customers and "we can't get as much as we would like." Most outlets were confident Crest sales would mount when the advertising began. One source, however, predicted other companies would soon "improve" their toothpaste brands with new additives to blunt the Crest advantage.

Harrisburg—Four outlets reported little or no increase in demand for Crest, but a fifth store said sales have increased 50% since the ADA announcement.

Lakeland, Fla.—A drug store and a supermarket reported Crest sales up 20% to 30%. Another pharmacist said sales were the same as before, and commented, "You'd better check with the grocery stores. They sell all the toothpaste now."

Miami—Crest sales are running moderate to heavy. Two drug stores said increases were large. Food Fair supermarket chain said it was too early to expect a significant increase.

Birmingham—A local grocery chain reported difficulty keeping Crest in stock, and a drug store which featured the product next to the cash register (at 10¢ off the regular price) said "it looked like every customer took a tube." A Rexall neighborhood store reported no noticeable increase.

Louisville—Many food and drug chain officials had heard little or nothing of the ADA recognition of Crest, and said recent sales reports were not in yet. Several dentists contacted by AA had not heard of the ADA move, and were skeptical that the association would endorse anything.

Cincinnati—Three food store chains and two drug companies said sales were higher since the news broke. Two sources pointed out that since P&G is headquartered here, a local survey would not provide a true picture of sales for any P&G product.

Cleveland—Sales at two food stores picked up from 25% to 50%, but only slight rises were reported at two drug outlets. One druggist said sales boomed for a while, but have now cooled off.

Detroit—Two outlets reported sales up 25% to 50% since Aug. 1, and two others said no sales gain have been noted yet.

Milwaukee—Crest is "hot" here, with four outlets all reporting sales increases. Kohl's supermarket said "every other tube sold is Crest." A Walgreen store said Crest is outselling other brands by two to one.

Chicago—Three of four outlets reported sales increases, with the amount of increase running from 10% to "almost double." The fourth store said no increase had been noted.

Minneapolis—Special price offers for Crest were in effect at two outlets checked, but despite this sales were not up sharply. Other stores reported little or no increased demand.

St. Louis—Mild increases in Crest sales were reported by five of six drug outlets checked. Several stores offering back-to-school pencils free with Crest purchases gave this promotion partial credit for increased sales.

Omaha—Two drug stores reported "very light" increases of Crest sales. A third drug store and a food store said sales had not gone up at all.

Kansas City—Katz drug chain (39 stores) said that within three days after the announcement of the ADA move, Crest sales were up almost 50%. Two other drug chain buyers, however, said sales were up slightly or steady.

Denver—Sales increases for Crest ranged from good to fair. A Walgreen store said it displayed Crest in a floor basket which had to be refilled several times daily. Three other outlets also reported sales increases.

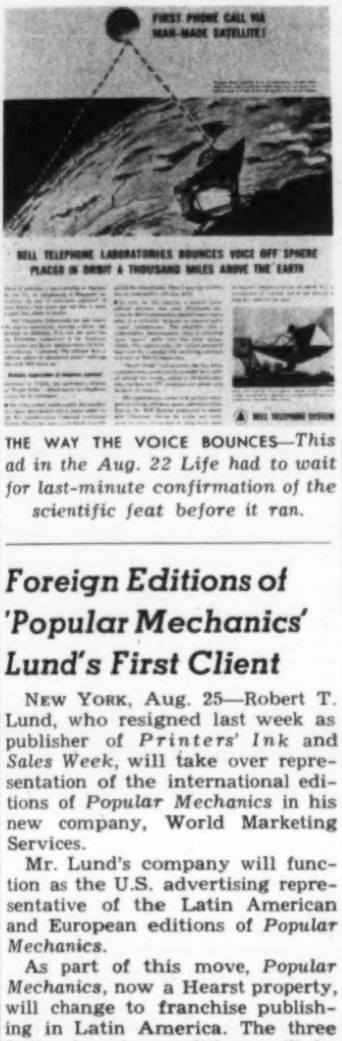
Salt Lake City—A Rexall operator said there has been a "tremendous" increase in demand for "the toothpaste that prevents decay." Two other chains reported "some" increases, but were stocking up in anticipation of growing demand.

Seattle—One drug outlet just completed a two-week sale, offering the 69¢ size of Crest for 44¢, and reported only a "fair" response. Moderate increases were noted in two other outlets. A rack jobber supplying 1,100 food stores in western Washington said Crest sales were up about 40%, passing up P&G's other brand, Gleem.

Los Angeles—Certified Grocers of California, serving 1,500 members, said Crest is selling very well. The company devoted a page in its weekly bulletin informing retailers of the sales boom, and noting two current Crest deals—a two-for-89¢ offer and a back-to-school offer of six colored pencils with each tube. Other outlets noted mild sales increases. #

Klein to Myers, Anderson

Myers, Anderson & Strong, New York, has appointed Carl R. Klein, formerly with Leeds Advertising, art director.


FIRST PHONE CALL VIA MAN-MADE SATELLITE!
BELL TELEPHONE LABORATORIES BOUNCES VOICE OFF SPHERE PLACED IN ORBIT A THOUSAND MILES ABOVE THE EARTH
BELL TELEPHONE SYSTEM

THE WAY THE VOICE BOUNCES—*This ad in the Aug. 22 Life had to wait for last-minute confirmation of the scientific feat before it ran.*

Foreign Editions of 'Popular Mechanics' Lund's First Client

NEW YORK, Aug. 25—Robert T. Lund, who resigned last week as publisher of *Printers' Ink* and *Sales Week*, will take over representation of the international editions of *Popular Mechanics* in his new company, World Marketing Services.

Mr. Lund's company will function as the U.S. advertising representative of the Latin American and European editions of *Popular Mechanics*.

As part of this move, *Popular Mechanics*, now a Hearst property, will change to franchise publishing in Latin America. The three Latin American editions will be published in Rio de Janeiro by Fernando Chinaglia, Brazil's leading magazine distributor.

▪ Mr. Lund said he was not yet at liberty to discuss his other plans. He added, however, that he is interested in acquiring properties and he intends to remain in the publishing area.

Bob Krahn, who has been with the *Popular Mechanics* sales staff in Chicago, will join Mr. Lund in his new company. Also joining him is Phil Corrida, editor of *O Dirigente*, Brazilian business weekly recently launched by Vision Inc. Vision sent Mr. Corrida to Brazil last year. He will remain in Brazil but will now work for Mr. Lund.

Clarence H. (Larry) Gehman was named this week to succeed Mr. Lund as publisher of *Sales Week*, bi-weekly publication launched last year by Vision in association with National Sales Executives.

Frederick C. Decker, advertising manager of *Printers' Ink*, has succeeded Mr. Lund as publisher of that paper (AA, Aug. 22). #

Pharmaceutical Group Sets Own Bi-Weekly Magazine

The American Pharmaceutical Assn. plans to publish a bi-weekly patterned after the *American Medical Assn. News*. The publication is set to bow in about two months, and it will go "to every pharmacist in the country," according to the association. The association also publishes *The Pharmaceutical Journal*, which comes out once a month and is distributed to association members only.

News of the new drug publication follows on the heels of Fairchild Publications' announcement of its new trade publication for druggists (AA, Aug. 8, Aug. 15). The new Fairchild publication will be called *Drugstore News*.

Julian Gross Moves Offices

Julian Gross & Associates, Hartford, has moved to new offices in the Grossco Bldg.

Echo Launching Got Ad Zooming off Pad at AT&T, N. W. Ayer

PHILADELPHIA, Aug. 24—The suc cessful launching of the Echo communications satellite wa greeted with enthusiasm aroun the world, but nobody was mor excited about this scientific ac complishment than American Tel ephone & Telegraph and its agen cy, N. W. Ayer & Son.

Impressed by the communica tion possibilities of the huge bal loon satellite, the Bell System wa all ready to go into an orbit of it own with a split-second advertis ing campaign that may have se some kind of record for timelines

Echo zoomed into the heavens a about 5:39 on the morning of Fri day, Aug. 12. At 9:30 that nigh Bell, which has suggested that 50-satellite system be set up provide live continental tv servic was on NBC-TV with a half-hou specially built around America latest space age achievement.

▪ "It was a crash project th NBC, the Bell System and Aye had been planning for weeks Ayer reported later in its new letter. "Ayer had worked for thre days to clear time on the networ hoping the Echo shot would be success.

"The show, produced by NB covered the launching and ex plained the background, objectiv and significance of the shot. Ay supplied Bell System film foota and helped arrange intervie with the scientists. No comme cials were used, but informati opening and closing announc ments, written by Steve De Bau were delivered by the 'Bell Tel phone Hour's' Bill Malone. T media department worked all da Friday to clear more than 120 ne work stations."

▪ But the suspense was not y over. The go-ahead for b&w a in magazines and newspape waited the word on Echo's abili to bounce a coast-to-coast pho signal.

"Media remained alert a through Friday night as anxio scientists prepared to bounce t first coast-to-coast telephone ca off the balloon, whose skin thinner than the wrapping of pack of cigarets," the agency nev letter recounted.

▪ "For Ayer it was to be the si nal that would release a Bell Sy tem advertisement to magazin and newspapers. At 5:18 Saturda morning, a phone call from a Be laboratories scientist in Holmd N.J., made its way by radio through the gray dawn to t balloon and down to another sc entist in Goldstone, Cal. At 6: a.m., AT&T called media's Mid Eckelmeyer to report success. T call didn't come a moment t soon.

"*Life*, its presses in Chicago a but stopped, was waiting for wo to insert the page (written by K Dalby and Howard Simpson, la out by Art Taylor, Bill Oliver a Howard Henry) in its Aug. issue. Miss Eckelmeyer gave the the go ahead at 6:30. A few hou later she reached *Newsweek* wi the same word. Both magazin were on the newsstands with t ad last week. *Time* and *U.S. New & World Report* will carry it in th week's issues. In most cases, new papers ran it within 60 hours aft the phone conversation was com pleted, some within 24 hours. was placed in the papers by mem ber companies of the Bell Syste all over the country. Proofs a plastic plates were supplied Ayer. *Life* had an ad of its own Aug. 17 newspapers telling of speed in handling the AT&T Ech advertisement," Ayer wrote. #

EVERY HOUSEHOLD IN NORTH BAY READS THE NUGGET EVERY DAY!

THE DAILY NUGGET
N872

North Bay people read the Nugget every day because they're genuinely interested in their community . . . enthusiastic about its growth. ● They have good reason. Since 1951, North Bay's retail sales have jumped to over 39 million dollars . . . an increase of 47%. And the average per household income, now $7,127, makes the "Gateway" one of the richest cities in Northern Ontario. Another strong indicator of North Bay's growing stature is a recent announcement by the local Chamber of Commerce stating that construction work currently underway, in the immediate area, amounts to nearly 475 million dollars. ● In the lucrative North Bay market the Nugget *is the top sales medium.* Ninety-six per cent of the Nugget's city zone circulation is home delivered. ● Reach and sell more than 37,000 people in the North Bay-West Ferris-Widdifield market the most effective way possible—through the newspaper that's best known and trusted most, The North Bay Daily Nugget . . . Circulation 13,516 A.B.C. March 31, 1959.

IN CANADA YOU GET ACTION WHEN YOU ADVERTISE IN
THE DAILY NUGGET
A SOUTHAM NEWSPAPER

The other Southam Newspapers are : THE OTTAWA CITIZEN • THE HAMILTON SPECTATOR • THE WINNIPEG TRIBUNE • THE CALGARY HERALD • THE EDMONTON-JOURNAL • THE MEDICINE HAT NEWS • THE VANCOUVER PROVINCE (Published for Pacific Press Ltd.)
TORONTO THE SOUTHAM NEWSPAPERS, 88 UNIVERSITY AVE., K. L. BOWER, MANAGER. **MONTREAL** THE SOUTHAM NEWSPAPERS, 1070 BLEURY ST., J. C. McCAGUE, MANAGER. **UNITED STATES** CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

Teach Young Medics to Judge Ads, Doctor Says

(Continued from Page 12)

"reliable." In most cases, the opinions of the students were unanimous. Dr. Garb's article does not reveal the names of these companies.

Dr. Garb emphasizes that these evaluations "were based on giving the companies every reasonable opportunity to be truthful.

"It is not implied that, in all of the 11 reliable companies, the mailed ads or journal ads taken alone were trustworthy. If criteria of such severity had been applied, the number of reliable companies would have been less.

■ "Thus, nothing in this project suggests that mailed ads or journal ads from any company should carry much weight. However, if a physician contemplates using a new drug, it is not unreasonable to suggest that he ask the detail man what sort of toxicity and side effects may be anticipated, and that he further ask the detail man to have the medical department of the company send him complete information on the product.

"If he does this, he may anticipate a truthful, reliable answer from at least 11 companies. This is a very hopeful finding, since these 11 companies account for a substantial portion of all drug sales. In many practices, it is possible to fill most prescriptions with products of these companies."

Dr. Garb reports that detail men for the drug companies have apparently been quite successful in getting the physician to prescribe by brand name because they have been able to convince him of the "dangers" of using drugs made by unknown manufacturers.

■ Dr. Garb says the Albany course discussed "the need for adequate federal inspection of all drug manufacturers" so that doctors could prescribe by generic name with full confidence.

Dr. Garb describes the brand name situation in the pharmaceutical field as "confusing." He points out that in other industries the brand name usually indicates the maker—Heinz baked beans or Campbell's baked beans or Dole pineapple, for example. In the pharmaceutical business, on the other hand, a brand name is simply a name for the product—Pacatal or Diamox or Orinase, for example. It does not identify the manufacturer or product composition.

"It is doubtful whether these names are true brand names or trademarks, in the sense originally intended in federal trademark law," Dr. Garb writes. "It would, therefore, be more appropriate to refer to them as 'private product' names."

■ Dr. Garb points out that if drug companies took over the selling of beans, each manufacturer would advertise "his own private name for beans, perhaps some anagram like 'Sneab,' or 'Nabes,' or something suggesting a particular use, like 'Lo-cals' or 'Hi-pros.' Clearly, this would make shopping a most difficult task. The difficulties would be compounded if 300-550 new private product names were added to the grocers' shelves each year."

In stressing the need for more advertising evaluation courses, Dr. Garb cites "the unprecedented influence" of advertising on "the physicians' prescribing, much of it unfavorable." He points out that the Albany student "has at least a list of some companies which he feels can be trusted. This list may be modified later, but it is a nucleus."

■ Dr. Garb notes that the evidence of recent years shows clearly that "many doctors" have departed from "sound prescribing practices." He says, however, that this development should be considered against the background of increasing advertising pressure, which he describes as "so extensive that it is difficult to criticize those who accede to it."

He adds that these pressures "are likely to increase, with such developments as 'saturation' campaigns and 'seeding' techniques expanding."

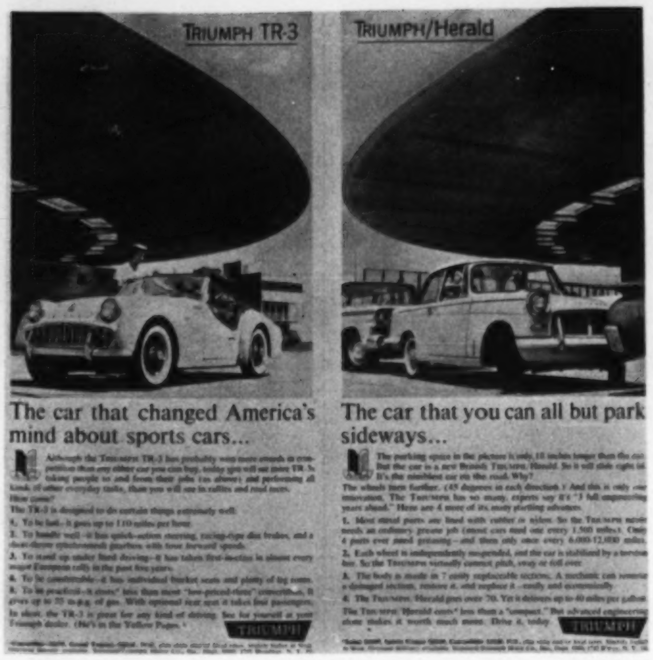
Dr. Garb concludes his article by offering copies of the Albany teaching materials to all medical educators. He told ADVERTISING AGE that 36 medical schools have requested such materials. #

AIA Unit Elects Andrews

George Andrews, director of public relations and advertising of E. D. Bullard Co., Sausalito, Cal., has been elected president of the Northern California chapter of the Assn. of Industrial Advertisers.

Sanchez to Weiss & Geller

John Mitchell Sanchez, formerly an art group head at Mogul, Williams & Saylor, has joined Weiss & Geller, New York, as vp and director of art.


TRIUMPH TR-3
The car that changed America's mind about sports cars...
TRIUMPH
TRIUMPH/Herald
The car that you can all but park sideways...
TRIUMPH

FAMILY IDENTIFICATION—*In August insertions scheduled for Newsweek, Sports Illustrated, Time and U.S. News & World Report, Standard-Triumph Motor Co. will run two two-thirds page ads on opposite pages to tie together its TR-3 sports car with its newly introduced Triumph Herald economy car. Doherty, Clifford, Steers & Shenfield is the agency.*

Newman Joins Hall & Co.

M. D. (Red) Newman, formerly first director of the department of agriculture, Virginia Chamber of Commerce, has joined Hall & Co., Richmond, as account supervisor.

Chain STORE Sales

July

	July		% Gain	7 Months		% Gain
	1960	1959	or Loss	1960	1959	or Loss
FOOD CHAINS						
Colonial Stores ...	$ 33,772,418	$ 33,840,487	— 0.2	$ 239,814,828	$ 237,973,270	+ 0.8
[c]Grand Union	44,802,515	51,275,841	—12.6	248,617,149	263,211,646	— 5.5
Jewel Tea	35,246,385	35,851,149	— 1.7	251,339,259	245,802,139	+ 2.3
Kroger Company ..	143,911,103	144,057,028	— 0.1	1,007,109,607	1,012,248,236	— 0.5
National Tea	65,103,676	64,143,914	+ 1.5	451,329,899	438,886,497	+ 2.8
Safeway	194,145,217	189,258,193	+ 2.6	1,308,542,249	1,240,271,883	+ 5.5
Group Total ...	$ 516,981,314	$ 518,426,612	— 0.3	$3,506,752,991	$3,438,393,671	+ 2.0
MAIL ORDER						
[d]Aldens	6,479,065	6,284,794	+ 3.1	53,523,445	46,327,468	+15.5
[d]Sears, Roebuck ..	349,575,749	343,856,848	+ 1.7	2,016,112,276	1,952,829,163	+ 3.2
Spiegel	10,100,112	10,074,424	+ 0.3	115,443,471	105,348,772	+ 9.6
[d]Ward, Montgomery	86,448,907	80,988,662	+ 6.7	567,308,305	546,976,565	+ 3.7
Group Total ...	$ 452,603,833	$ 441,204,728	+ 2.6	$2,752,387,497	$2,651,481,968	+ 3.8
DRUG CHAINS						
Peoples	7,559,998	6,794,984	+11.3	51,741,112	46,894,598	+10.3
Walgreen	27,004,364	24,396,757	+10.7	173,738,091	158,351,272	+ 9.7
Group Total ...	$ 34,564,362	$ 31,191,741	+ 0.8	$ 225,479,203	$ 205,245,870	+ 9.9
VARIETY & MISCELLANEOUS						
[b]American Stores .	68,347,017	67,713,852	+ 0.9	295,725,769	278,001,168	+ 6.4
Beck Shoe	3,140,217	3,296,697	— 4.7	33,907,980	32,864,333	+ 3.2
[e]Bond Stores	4,788,853	5,053,404	— 5.2	85,023,152	84,801,053	+ 0.3
Butler Bros.	17,537,218	17,270,442	+ 1.5	111,134,295	100,557,167	+10.5
Edison Bros.	8,576,872	8,260,599	+ 3.9	72,184,479	66,585,478	+ 8.4
Fishman, M. H. ..	1,629,961	1,334,427	+22.1	9,086,392	7,600;400	+19.5
[a]Franklin Stores ..	3,233,950	3,390,159	— 4.6	—	—	—
Gamble-Skogmo Stores	11,431,707	12,672,822	— 9.8	79,349,759	79,118,172	+ 0.3
Grant, W. T.	37,093,380	34,510,388	+ 7.5	249,354,323	227,760,802	+ 9.5
[e]Grayson-Robinson Stores	5,247,851	4,710,305	+11.4	63,828,338	56,268,161	+13.4
[d]Green, H. L.	9,981,886	10,268,929	— 2.8	57,768,986	59,256,479	— 2.5
[d]Hartfield Stores ..	2,253,145	1,866,046	+20.7	11,607,658	10,594,197	+ 9.6
†Howard Stores ..	2,559,314	1,576,375	+62.4	22,089,939	13,755,227	+60.6
Kinney, G. R.	5,895,000	5,397,000	+ 9.2	46,796,000	41,520,000	+12.7
Kresge, S. S.	30,935,652	30,758,274	+ 0.6	208,390,358	200,288,277	+ 4.1
Kress, S. H.	10,184,708	10,408,340	— 2.1	73,060,766	77,219,333	— 5.4
Lane Bryant Inc. .	4,474,271	4,743,641	— 5.7	45,196,162	43,364,991	+ 4.2
[d]Lerner Stores ...	13,351,681	13,042,160	+ 2.4	89,484,213	85,432,635	+ 4.7
[d]Mangel Stores ...	3,448,141	3,234,049	+ 6.6	25,059,621	22,180,564	+13.0
McCrory-McLellan Stores	12,861,010	13,428,815	— 4.2	84,948,326	88,593,817	— 4.1
[d]Mercantile Stores	10,869,000	11,209,000	— 3.0	71,868,000	70,394,000	+ 2.1
[e]Miller-Whol Co. .	3,128,803	3,289,551	— 4.9	43,487,291	42,334,961	+ 2.7
Murphy, G. C. ...	18,482,537	17,983,297	+ 2.8	123,460,003	116,990,591	+ 5.5
National Shirt Shops	1,423,560	1,507,301	— 5.6	10,161,320	10,525,754	— 3.5
Neisner Bros.	5,686,516	5,290,816	+ 7.5	37,410,039	34,492,942	+ 8.5
Newberry, J. J. ..	19,565,200	19,246,659	+ 1.7	128,388,452	123,416,021	+ 4.0
[d]Penney, J. C. ...	103,410,232	101,726,230	+ 1.7	609,304,993	599,306,575	+ 1.7
[e]Sterchi Bros. ...	1,342,850	1,448,686	— 7.3	7,204,054	7,567,205	— 4.8
Western Auto	24,208,000	25,255,000	— 4.1	155,220,000	153,633,000	+ 1.0
White Stores	4,747,737	4,601,542	+ 3.2	31,060,489	29,034,816	+ 7.0
[a]Winn-Dixie	55,080,615	51,655,818	+ 6.6	—	—	—
Woolworth, F. W.	71,311,072	69,340,754	+ 2.8	491,270,873	452,738,888	+ 8.5
Group Total ...	$ 576,227,956	$ 565,491,378	+ 1.9	$3,372,832,030	$3,216,197,007	+ 4.9
Combined Total .	$1,580,377,465	$1,556,314,459	+ 1.5	$9,857,451,721	$9,511,318,516	+ 3.6

[a]1 Month. [b]4 Months. [c]5 Months. [d]6 Months. [e]12 Months. †1960 figures include sales of Ripley Mfg. Corp., acquired December 1959.

Sylvania Promotes Reflection-Free TV Sets in Fall Drive

NEW YORK, Aug. 25—Sylvania Electric Products is kicking off its consumer advertising this fall as full sponsor of the summer Olympics on NBC Radio, which is being aired daily through Sept. 11.

The Olympics coverage includes five-minute broadcasts, three daily on weekdays and five each on Saturdays and Sundays. Three-quarters of the commercials will feature the new tv line, with the remainder promoting Sylvania's Blue-Dot photoflash. Commercials will offer a complimentary bottle of Lanvin's My Sin perfume to consumers who go to dealers for a demonstration of the Reflection-Free line of tv sets. The offer will run through October. A complete merchandising kit will be available to dealers.

Sylvania also will feature its new tv sets in a one-quarter sponsorship of NBC Radio's "News on the Hour" from Sept. 12 through Nov. 28. Theme of the tv receiver campaign is "Better looking off—better looking on."

■ Color spreads in *Life* and *The Saturday Evening Post* will launch the print side of the consumer push, followed by a continuing schedule of pages and half-page spreads in these magazines. An insertion in the October *House & Garden* also will be used. B&w two-thirds-page units for Sylvania's hi-fi line will begin in *The New Yorker* in mid-September and continue through the fall on an alternate-week basis.

Trade advertising will include a continuing schedule of pages and spreads in *Electrical Merchandising Week, Home Furnishings Daily, Mart* and *NARDA News.*

The Kudner Agency is handling the schedule. #

Idlewild to Matthew, Caldwell

Idlewild Development Commission, Idlewild, Mich., Negro resort, has appointed Matthew, Caldwell & Ballard, Chicago, to handle its advertising. The agency has also been appointed to handle the "Shell-za-poppin" vacation contest, sponsored by the Chicago regional office of Shell Oil Co. and eight south and west side Shell dealers in cooperation with the Idlewild resort.

Seven Arts Gets Post-'48 Films for TV in Warner Deal

NEW YORK, Aug. 24—Seven Art Associated, a new company heade by veteran tv film executive Elio Hyman, has acquired U. S. distribution rights to the post-1948 Warner Bros. feature films that hav been earmarked for television release.

The company gained rights t the Warner library as a result o its affiliation with Creative Telefilm & Artists, the Canadian company which was assigned licensin rights recently. As a result of th merger, Creative Telefilm change its name to Seven Arts Production Ltd. and will function as the parent company.

Lou Chesler, a Canadian business man and frequent investor i broadcast enterprises, will serve a chairman of the board of the parent company. Mr. Hyman will ac as president of the wholly-owne U. S. subsidiary, and David Stillman, of Stillman & Stillman la firm, will be president of Seve Arts Productions.

Several executives who worke with Mr. Hyman at United Artist Associated until he resigned a president of that distribution company, have joined him in his ne venture. They are Robert Ric UAA vp and general sales manage and Donald Klauber, UAA national sales manager, as vps; Lloy Krause, UAA eastern division sale manager, with the same assignment at Seven Arts, and Her Richek, UAA director of operatio also with the same assignment.

■ United Artists Associated ha not announced replacements fo these specific jobs, but it has mad two appointments. Erwin H. Ezze formerly vp and director of Television Industries, was named exe vp at UAA, and Henry J. Zitta vp and treasurer, was promoted senior vp. Martin J. Robinson, a v of two Television Industries subsidiaries, replaced Mr. Ezzes wit that company.

Eliot Hyman's son, Frederic also quit United Artists, where h was vp and secretary. But he wi set up his own company, Amer com Corp. His company has exclusive worldwide license o Ameridisc, a vinyl record that ca be used in sales promotion and advertising specialty fields. He wi provide art and production services to purchasers of Ameridisc.

NTA GETS 20TH CENTURY POST-'48 FILMS FOR TV

BEVERLY HILLS, CAL., Aug. 23 Twentieth Century-Fox and National Telefilm Associates yesterday announced an agreeme whereby NTA will distribute th first group of post-1948 Twentie Century-Fox motion pictures ma available to television. The tot price for the new package w more than $4,000,000.

The agreement calls for NTA release for telecasting 27 pos 1948 features, which are a part a new package of 81 motion pi tures that NTA has acquired fro Twentieth Century-Fox. Fifty-fo films are pictures produced pri to 1948.

The new features will be o fered immediately to tv statio throughout the U. S. for air dat starting Jan. 1, 1961. Over the pa five years, Twentieth Centur Fox has made available 471 m tion pictures to tv stations throu NTA. #

Hutton on KMPC 20 Years

E. F. Hutton & Co., New Yor stock brokerage company, has b gun its 20th year as sponsor "Business News" with Charl Stone on KMPC, Los Angel Hutton's agency is Lennen & N well.

AN AD CAN BE
NEARSIGHTED
TOO

When a person fails to see the point you're trying to make in an ad . . . chances are it's not the person, but the ad itself that's nearsighted. You find the symptoms everywhere . . . in the resounding click of a channel being changed . . . in the languorous look as a page goes flipping by.

As contagious as a yawn . . . nearsightedness creeps into any ad that loses sight of this fact: communication is a *two*-way process.

It's understanding people so they'll understand you. In short, it's The Personal Approach. Talking to people . . . listening to people . . . learning about their inner needs and desires . . . and caring enough to reflect this knowledge in every line you draw or write.

It works, too! For we've found when you have *insight* into people . . . it's amazing how their *eyesight* improves.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

St. Louis 4A agency wants adventurous-minded art director who knows the rules and is not afraid to break them. Must want to work closely with copywriters to create distinguished advertising. Stock available to the right man. Here is your chance to make a reputation. Send resume and salary range now, samples later.

Box 4016, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION MAN

Chicago office of 4A Agency has opportunity for young man 1-2 years experience. Art experience helpful. $6000-6500. Reply briefly in confidence to

Box 3992, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

SALES PROMOTION SUPERVISOR

Executive-creative assignment with major electrical equipment manufacturer. Responsible for handling promotion for all products in multi-plant operation. Experience in industrial electrical field essential. Salary commensurate with experience. This is a job with a real future in a "growth" organization. Write giving complete resume and salary requirement to

Box 4034, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ENTERPRISING NEWS CORRESPONDENTS

Business, financial, communications, industries; free lance, for national and international weekly.

Box 4035, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Fast-growing, 20-man, 4A agency in the growing Southwest needs a man to head its busy Radio-TV Department. If you're young, ambitious, full of ideas, and have Radio-TV copy experience, knowledge of production, and are willing to work hard, you may be the man we are seeking. Excellent opportunity for advancement within the agency. Air mail resume, picture, and starting salary requirements to **WARD HICKS ADVERTISING, P. O. Box 1317, Albuquerque, New Mexico.**

INDUSTRIAL COPY WRITER—For our growing Western New York state agency we need a man who knows how to write forceful industrial copy in language that will sell hard-headed engineers. Good mechanical aptitude a must. Knowledge of the petroleum and chemical industry and/or engines is desirable but not necessarily essential if you have other qualities we need. Send us a resume and salary requirements. Not your present employer.

Box 4037, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

ASSISTANT MANAGER-TRADE ASSN

Young man wanted as asst to busy manager of international trade assn in major basic industry. Chicago headquarters. Should have good managerial potential. News writing and publication experience desirable. Write

Box 4036, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Major market midwest television station desires account executive to take top billing list and continue to bring in profits. Excellent opportunity. Pleasant conditions. Outstanding potential. $12,000 the first year.

Box 4038, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ADV. SALES PROMOTION MANAGER

Alert, creative individual experienced in foods. National distribution. Challenging opportunity. Send resume indicating salary requirements to

Box 4040, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED!

A Chicago man; age not important, with several years Agency or Commercial Advertising exp. in Chicago. Well versed in all classifications of Advertising personnel.

Box 4041, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE-LANCE writers, photographers, who want to produce feature material on regular basis as stringers for top-quality trade publication in farm and industrial power equipment field, please send brief resume to

Box 4042, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAYOUT ARTIST

Good man or woman for above average quality of work. Must be creative, indicate type well, make crisp renderings. **FR 204333 (Chgo.)**

ADVERTISING GAL

To write publicity and ad copy. Also assist in general agency duties. Must be energetic, enthusiastic. **FR 2-4333 (Chgo.)**

PRINTING PRODUCTION MAN DESIRING SALES POSITION

If you have experience in Graphic Arts, Litho, Web Offset or Rotogravure, a sales position with an established, respected Chicago Printer is open to you. Existing accounts and new contacts will be assigned to you. Send resume stating income requirements.

Box 4054, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY WANTED

Interested in increasing own and clients' share in booming $700 million plus Puerto Rican market thru association with smallest agency with biggest ideas. Write **PUBLICIDAD GARCIA, Roosevelt 1426, Puerto Nuevo, Puerto Rico.**

PEP UP!

Your AD CAMPAIGNS by using PRETTY MODELS for all ILLUSTRATIVE WORK. SHOWGIRLS, ACTRESSES, SINGERS, for RADIO, T.V. See PHOTOS and RESUMES in "SHOWGIRL" magazine. Subscription $2.00 yr. Copy 35¢

A. RICARDO, PUBLISHER
1170 Broadway New York 1, N. Y.

CREATIVE ADVERTISING MAN WHO KNOWS TECHNICAL ELECTRONICS

Stimulating responsibilities as Creative-Contact Executive in Gardner's exclusive Creative-Contact Department:

- discovering and developing advertising opportunities for nationally-famous clients
- writing and visualizing complete campaigns on electronic/electrical products
- working and growing with outstanding creative and account men

If you have a solid background in technical electronics, at least 2 years of experience in advertising and writing, and a deep ambition to advance yourself, this is an opportunity you should investigate immediately.

Write P. R. Smith, Personnel Director, Gardner Advertising Company, 915 Olive Street, St. Louis 1, Missouri.

PUBLIC RELATIONS DIRECTOR

One of the nation's leading hospitals and medical centers seeks a top public relations director. We want a man who can be truly representative of this great institution on the platform, whether before a group of 20 or 500; who can sell the hospital in conference with potential contributors, whether they be individuals, foundations, or governmental groups; who has the experience to supervise internal and external publications; who can deftly administer the news bureau, which is a busy one; who will, in fact, be a real executive to his public relations department, as well as a doer himself in all matters relating to the hospital family, the community and the general public.

In return, we offer such a man a position where, when he goes to bed each night, he can sleep with the wonderful feeling that he has that day helped his fellow man; and a salary which, while adequate for comfortable living in Chicago, is more in the range of the college professor than what the type of man we seek is probably now earning.

Don't hesitate to write fully. We'll be interviewing soon.

Address Box 349, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

FREE LANCE LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials. Contact—

T. J. McLoughlin MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.

Box 3895, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-PUBLIC RELATIONS MAN, well grounded all facets promotional and informational activities. Heavy production and administrative experience. Last 7 years with same firm. Proficient in planning, budgeting, program coordination. Degree. South only.

Box 4024, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCIES—MANUFACTURERS

Young, aggressive college trained (B.S. Mkt.) ad man with very strong 5 year background as advertising and sales manager of ladies retail fashion chain. Very promotion and consumer minded. Seek challenging position with the right manufacturing firm or will invest capital in established agency.

Box 4043, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD MANAGER, COPY CONTACT-Ph.D.

Creative, strong in sales promotion, p-r

Box 4044, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

My best salesman desires a management position in either radio or television. He billed $300,000 the past year. For details contact

Box 4039, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY, PRODUCTION & MORE

Young man desires diversified position with industrial advertising department. Can handle variety of work such as space, direct mail, dealer and exhibit materials. Seven years top training and scheduling with national manufacturer. Age 31, veteran, married, MS in Journ. Willing to relocate.

Box 4045, ADVERTISING AGE
630 Third Ave., New York 17, New York

Top Public Relations Man seeks demanding job. Solid background as supervisor, writer, planner, with association, agency, corporation. Now employed. Age 53. Minimum $12,000.

Box 4046, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADMINISTRATIVE ART DIRECTOR

Best abilities are analyzing, planning, organizing, producing large art projects. Thoroughly familiar all phases art, photography, packaging, display P.O.P. & convention, production, reproduction plates, personnel. Experience—8 yrs art buyer two top agencies, studio owner, adv. mgr. div. major mfg. Executive art dir. large studio. Desire change in Chicago

Box 4047, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKET RESEARCH

Agency market analyst seeks challenging opportunity. Broad experience. Prefer Chicago.

Box 4048, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CARTOONS FOR ADVERTISING

For additional information, write
CARTOONVILLE
P. O. Box 617, Hartford, Illinois

ADVERTISING DIRECTOR AVAILABLE

Strong in creative and administrative ability. Knows how to develop advertising that sells! Handled total advertising programs high as $7,500,000 for major service advertiser. Company's revenues up threefold to $330,000,000 during his 10 years as Advertising Director.

Seeks greater challenge and reward of top spot directing advertising-sales promotion for leading company in consumer or automotive field, or creative-contact position with major agency. Box 352, Advertising Age, 200 E. Illinois, Chicago 11, Illinois.

POSITIONS WANTED

TOP AE EXPERIENCE AVAILABLE

Solid background contact, copy, creative . . . all phases agency operation. Strong industrial experience. Age 40 . . . will relocate.

Box 4049, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED AD MANAGER? OR HOUSE AGENCY?

Ran one-man agency, managed or worked with four small agencies, two AAAA. Contact, planning, copy, layout. All media. Industrial, financial, consumer. South central or southeast preferred. Resume.

Box 4050, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEW '61 SCRIBBLER ON SALE NOW!

Copywriter priced right for quick sale—$8000. Touch-and-Go power with performance to match. 5 years on proving ground. 90-day guarantee. Equipped with small spare tire, non-slip clutch and B.S. Degree. Drive me home! No dealers, please. Just 4A.

Box 4051, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADV & SALES PROM

10 yrs exp in top nat'l co. Young, creative, intelligent, ambitious. Strong direct mail, display & trade advtg bkgd, $10,000.

Box 4052, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

NEWEST PROVEN "OFFBEAT" MEDIUM distributed thru Supermarkets & Drug Stores. Used by nat'l, regional & local advertisers on repeat basis. Midwest, New England, West Coast and other territories open. Highest commission. Write completely to **Box 125, Ardsley, N. Y.**

WANTED TOP CALIBER REPRESENTATIVES

Manufacturer of quantity illuminated indoor and outdoor plastic signs seeks reps of proven ability for openings in a few selected areas. Straight commission paying high dollar. Tremendous potential with complete advertising and promotion campaign to assist representatives. Call or write

HAGEN ADVERTISING DISPLAYS
6230 Wiehe Road, Cincinnati 13, Ohio
Phone collect ELmhurst 1-2525

REPRESENTATIVES AVAILABLE

Exp. representative wants 1 or 2 more industrial publications seeking efficient sales job in Phila. territory.

Box 4053, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

ADVERTISERS WANTING TO SHARE SPLIT RUN IN LIFE MAGAZINE

Series of full page ads starting in October. Please contact **Bill Collins, 856 Rio Grande Bldg., Dallas, Texas.**

ATTENTION ALL WRITERS! Authorship means prestige! Your short stories, articles, books, plays, will receive our prompt sales handling! Write immediately for free literature! **Literary Agent Mead, 915 Broadway, N. Y. C. 10.**

ATTENTION ALL ART BUYERS!

Send for the newest free illustrated brochure; showing the latest in creative line illustrations. **Elliot M. Katt, 24519 Rensselaer, Oak Park 37, Michigan. Dept. aa**

For Sale

MAGAZINE AVAILABLE WISCONSIN ANNUAL

A REAL MONEY-MAKER

Net $20,000—1960 issue on 1/20th of its potential. No competition. $25,000 will handle. For details—phone or write.

John Yeager
53 W. Jackson, Chicago, GR 7-3200

AGENCY V.P., ACC. EXEC. & CREATIVE DIRECTOR available 30 days' notice

18 years on top industrial, consumer hard goods accounts, prominent New York agencies. Strong creative, contact and new business asset for small agency. Part-time consultation, supervision. Modest fee. Details on request.

Address Box 350, Advertising Age
630 Third Ave., New York 17, N.Y.

➡ OPPORTUNITY FOR AN ADVERTISING SPACE SALESMAN

Nationally distributed woman's magazine offers a challenging opportunity for a salesman with a successful record of selling space to leading advertising agency executives and manufacturers.

This is a position for an intelligent, personable young man of sound judgment, aggressive action and ambitious determination. Pays substantial salary, commission, expenses; no travel.

Send resume of experience and sales record to: Box 351, Advertising Age, 630 Third Avenue, New York 17, New York. Our staff knows of this advertisement.

Agencies . . Ad Managers . . Art Studios:

GOT A HOT JOB THAT NEEDS COPYWRITING?

Douse the fire quickly, expertly, with part-time advertising aid!

***Call* HOLDEN**
NA 2-6355 (Chicago)

AWARD WINNER, RADIO-TV WRITER-PRODUCER

Solid climb to top at present spot in medium 4A shop. 10 years experience in radio-tv ad writing, production and directing — including client contact & supervisory. 20 awards in 3 years for creative work in foods, beverages & other accounts. This young ad pro will relocate—prefers NYC. Write for resume. **Box 353, ADVERTISING AGE, 630 Third Ave., New York 17, N.Y.**

ADVERTISING MANAGER WANTED

Excellent opportunity for experienced advertising man with creative ability. Considerable industry contact work required. Prefer former agency man with food background. National headquarters located in Florida. Salary five figures. Send complete resume with photograph and salary requirements. All replies will be handled in strict confidence.

Box 337 Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Advertising Space Salesman

One of America's best known business paper publishers has a key spot open now. We need a Chicago-based salesman with proven ability to sell effectively and creatively. Familiarity with advertising and promotion services desirable, but sales ability first consideration. This is a top company. $150 weekly draw plus good commission arrangement and unusual company benefits. Family man in thirties preferred. Send complete details in first letter. **Box 356, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.**

IMMEDIATE MANPOWER NEEDS

COPYWRITER $8,000
Versatile print writing experience in food or related grocery products. Eastern agency. Male or female.

GROUP PRODUCTION MGR. $7-$9,000
Must have sound agency experience. Eastern location.

ASS'T ART DIRECTOR $6-$8,000
Print only. Need not have heavy experience but must be a comer. Eastern agency.

CONTACT: Frank Lavelle
Advertising Division

COPYWRITER $10,000
Versatile print background in business equipment or hardlines. Midwest agency.

MARKETING DIRECTOR $30,000
Top-drawer background in beer or soft drinks. Midwest location.

ASSISTANT CREATIVE DIRECTOR $25,000
Heavy background in T/V-Radio plus ability to supervise others. Midwest agency.

SENIOR COPYWRITER to $20,000
Versatile print & T/V-Radio background in food, grocery items and beverages. Midwest 4-A agency.

ADVERTISING-SALES PROMOTION MGR. to $20,000
Solid history in beer or related beverages. Eastern brewery.

For confidential representation, contact—

GEORGE E. PYLKAS
Manager-Advertising Division
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg., Chicago 2, FI 6-9400

Our 49th Year

ART DIRECTOR — Graphic good oppty—growing agcy. $10,000
COPY/CONTACT — 10 yrs. auto. exp. desired 8-10,000
PUBLICITY WRITER—some tech. 4A midwest agency 8,500+
WOMAN EDITOR-LIBRARIAN, 35 up; least 5 yrs. exp. 7,000
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

EXPERIENCED PUBLIC RELATIONS WRITER

We are a well-established Chicago advertising agency seeking a young man or woman writer for our public relations staff. Experience in the fields of home interior decoration and home construction is preferred but not necessary. We are looking for imagination, initiative, and perseverance. The person selected will have the opportunity to contribute ideas on all of our public relations accounts. If you believe you are this person, send complete details about yourself including a photograph to Box 354, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

ART DIRECTOR WANTED BY FAST-GROWING CHICAGO AGENCY

We're looking for a real pro with creative talent, sound judgment and broad experience for our expanding art department. He must have the ability to spark visual ideas and render layouts in a crisp, original, highly creative manner with minimum direction. Must be thoroughly familiar with type faces, marking up copy and preparing art for production. Minimum 5 years of agency experience preferred. Salary open. We're a fast-growing, medium-sized Chicago advertising agency . . . if you want to grow with us, call or write:

Herschell Goodman, Creative Director
Stern, Walters & Simmons, Inc.
201 E. Erie, Chicago 11, Illinois
MIchigan 2-4990

MAIL ORDER ADVERTISERS

A space this size in the all new "SHOPPERS' WORLD" mail order section of THE ROTARIAN, beginning in the November issue, will cost you just $107.80.

For this you get—
- •375,000 paid circulation
- •Over ½ million exposure, including women readers
- •Proven reader response
- •$14,429 subscribers' average annual income

. . . and more. Write for complete details. Issue closes September 19th.

Advertising Department
THE ROTARIAN
1600 Ridge Avenue
Evanston, Illinois

LOS ANGELES SUBURBAN NEWSPAPERS Circulation 631,779, carried over 13,000,000 lines retail grocery advertising in 1959. A realistic merchandising medium. Looking for a representative to cover New York.

Write: Bill Rienzi
612 So. Serrano Ave.
Los Angeles, Calif.

8000 DOCTORS READ

THE BULLETIN, official twice-monthly magazine of the Los Angeles County Medical Association.

Consumer Items Accepted—Agency Commission
1925 Wilshire Blvd.
Los Angeles 57, Calif. HUbbard 3-1581

Fine, Fast, Fairly Priced Photography

pics Incorporated
photographers
DEARBORN 2-1082
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY **COMMERCIAL**
CONVENTION **INDUSTRIAL**

DON HARRIS NEEDS:

. . . applicants for jobs (first two) for which nobody in his files is exactly qualified.

TV-RADIO creative pro over long period. A top writer, visual conceiver and wordsmith to whom producers are creative instruments he understands. Tested supervisor. Major-accounts experience ....to $30M

PROPRIETARY and COSMETIC WRITER. Thoroughly experienced specialist to $17M

BRAND MANAGEMENT, package goods ....to $10M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, Wabash 2-9400

EXPORT IMPORT NEWS

THE VOICE
OF WORLD TRADE
Serving Readers
in Principal Trade Centers
of 89 Countries
Published Every Month
354 S. Spring St.,
Los Angeles 13, Calif.
New York Office
Jeannette Fritsche Associates
507 Fifth Avenue
New York 36, New York

CHURCHMAN — AD-MAN WANTED

Episcopal Diocese is seeking a young (probably about 27-32), convinced churchman with advertising experience and ability to work with volunteers to become its executive in the promotion department. Position involves some travel. The income will be moderate, but the work will be stimulating and satisfying. You will be required to help recruit and supervise the high calibre laymen and clergy with whom you will work, and to plan and carry out long and short-range programs, set up budgets, make speeches, write bulletins and letters, help edit Diocesan publication and handle publicity. Please write fully giving income needed, age, education, marital status, experience, church affiliation and all other details including a picture. Must be willing to relocate.

Leonard M. Sive, 712 Broadway, Cincinnati 2, Ohio

FOR EXECUTIVES ONLY

- **Sr. & Jr. Account Executives**
- **Marketing & Market Research**
- **Copy Writers**
- **Public Relations**

Positions now available from $5,500 to $62,000

DRAKE PERSONNEL, INC.
29 East Madison Bldg. • Chicago 2, Illinois • FInancial 6-8700

ADVERTISING MANAGER

Medium-sized wholesale firm selling seeds, plants, bulbs to florists. Needs experienced man with working knowledge of ad production, catalogs, direct mail, trade paper and consumer advertising. Technical knowledge of floral business unnecessary. Plenty of opportunity. Send full particulars to **Carl Ball, Geo. J. Ball, Inc., West Chicago, Illinois.**

RCA Consolidates Ad Activities Under Coffin, Ad VP

NEW YORK, Aug. 23—Radio Corp. of America has consolidated product and institutional advertising activities under R. H. Coffin, vp, advertising and sales promotion.

R. H. Coffin

The move is the latest in a series of management realignments at RCA (AA, Aug. 22).

Mr. Coffin, whose title does not change, was previously in charge of RCA's product advertising. He now takes over the institutional portfolio formerly held by Orin Dunlap, who has retired, and will now report to Kenneth W. Bilby, vp, public affairs.

▪ Mr. Coffin joined RCA 11 years ago from McCann-Erickson, where he was an account executive. He served first as director of advertising of the old RCA Victor division. He became RCA's director of advertising and sales promotion in 1954 and he was named a vp of the corporation in 1955.

RCA also has named Martin R. Amsler, formerly manager of marketing administration, manager of marketing for the surface communications unit of its defense electronic products division. #

Grissom Names Highley

Grissom International, distributor in Puerto Rico for the Chrysler Corp. line of cars and trucks, has named Highley-Soria Advertising Co., San Juan, as its agency.

Seidenberg Named VP

Beryl Seidenberg, chief radio-tv time buyer at Kastor, Hilton, Chesley, Clifford & Atherton, New York, has been elected a vp.

Perrin Names Ross/Reisman

J. B. Perrin Co., Detroit, manufacturer of camera gadget bags, has named Ross/Reisman/Naidich, Los Angeles, as its agency.

Imperial Color Chemical to Run Unique Magazine Ad

An ad containing an actual sample of wallcovering will run in the October issue of *Living for Young Homemakers.* The full-color page will be run by Imperial Color Chemical & Paper and will contain a swatch of Glendura fabric wallcovering. A quarter-page b&w ad, referring to the page ad, will appear in the same issue.

This is belived to be the first time that a consumer magazine has carried a wall covering sample. Adams & Keyes, New York, is Imperial's agency.

Leber Named Caterpillar A.M. Succeeding Powell, Retiring

Charles B. Leber has been named advertising manager of Caterpillar Tractor Co., Peoria, succeeding Burt M. Powell, who will retire Sept. 1. Mr. Leber's former post as manager of the sales division of the defense products department will be filled by Frank S. Foster, of the sales staff.

the copy shop
MU 3-1455
270 madison/ny 16

Copywriting Studio Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication
any kind — any medium

CHIT-CHAT

Should house organs carry personal news, chit-chat and gossip items to gain readership? If you read as many house organs as the editorial people at Gebbie Press do (4,000 every month) you'd know the answer, too. The answer is free. **Gebbie Press, 151 W. 48, NYC.**

Is it possible to be seasoned at 27?

Young Chicago ad exec desires remunerative position . . . Experience strong in retail and national consumer advertising sales; knows production, layout, etc. College grad. Interest lies in agency or national advertising sales. Currently employed; family; will relocate. No resume, personal interview only. Box 357, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

WANTED
SPACE SALES MANAGER

We expect to open a Chicago office about September 1 and need a young (30-35) experienced manager to sell space in the several agricultural, industrial and marine books we represent in the midwest. This is an excellent opportunity to sell space with a salary and commission against a quota arrangement.

Please phone R. W. Morey, R. W. Morey Co., Inc., SUnset 2-4933, Milwaukee, Wisconsin, for further details. Or write to P. O. Box 933, Elm Grove, Wisconsin.

We're looking for a
COPYWRITER

Medium-size, high-standards Chicago agency has exceptional opening for an exceptional copywriter—strong on ideas, graphic sense; good producer for all media. Four or five years' experience (not necessarily agency) required. Please tell all; our staff knows of this ad.

BOX 355, ADVERTISING AGE
200 E. Illinois St.
Chicago 11, Illinois

Traffic Stopper!

Your classified ad in Advertising Age gets the attention of over 177,000 marketing men and women. You get traffic-stopping action for as low as **$5 per ad!**

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

____

I am enclosing $________

My Name____________________

Street____________________

City__________ **Z** ____ **State**________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE

200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

Harry Dunlap, 62, Good Housekeeping' Publisher, Is Dead

NEW YORK, Aug. 23—Harry M. Dunlap, 62, publisher of *Good Housekeeping*, died last night at his home here following a heart attack. He had spent 34 years with the Hearst organization.

Harry M. Dunlap

Mr. Dunlap was born in Monmouth, Ill. He started in the American magazine business with Crowell Publishing Co. in 1918, moved to American Farm Publishing Co. in 1920, and joined Curtis Publishing Co. in 1925.

He came to Hearst Magazines as a salesman on *Good Housekeeping* in December, 1926. In 1927 he was named business manager of *House Beautiful;* in 1938 he became advertising manager of *Cosmopolitan*, and in 1942 he was named publisher of *Cosmopolitan*.

In 1953 he was named publisher of *American Druggist* and two years later he became publisher of *Good Housekeeping*.

WARREN DENNISTON

TUCSON, Aug. 23—Warren Kent Denniston, 48, owner of Arizona Advertising Agency here, died Aug. 12 of a heart attack while on a weekend trip to Guaymas, Mexico. Mr. Denniston started his agency two years ago. Earlier he had been assistant publisher and managing editor of the *Clarion Ledger* and *News*, Jackson, Miss. He also had held promotion positions with KTKT and KMOP, Tucson.

ELDON LOYD DOSCH

NEW YORK, Aug. 23—Eldon Loyd Dosch, 60, president of the American Home Foods division of American Home Products Corp., and a former N. W. Ayer executive, died in St. Luke's Hospital Aug. 21.

He was graduated from Massachussetts Institute of Technology and studied at the universities of Minnesota and Wisconsin before starting out in business with Edward F. White, a consulting chemical engineer.

In 1925 he joined R. M. Hollingshead Co. as a vp and manager of new products. In 1940 he became manager of the new products and development department of Vick Chemical Co., and in 1942 was elected president of Corson Products, a Vick subsidiary.

■ He was named a divisional head of Vick in 1944, but the same year joined N. W. Ayer & Son as plans board manager of the agency.

Mr. Dosch was named a director of the International Milling Co., Minneapolis, in 1945. A year later he joined American Home Foods as director of the Apack division, anhydrous foods. He became in turn vp, exec vp and then president last August.

CHARLES M. LEMPERLY

CLEVELAND, Aug. 23—Charles M. Lemperly, 72, an executive of Sherwin-Williams Co. here until his retirement in 1953, died Aug. 18 at his home in suburban Rocky River.

Mr. Lemperly, who joined Sherwin-Williams in 1907, was advertising manager for many years. In 1943 he was named a vp and director of sales. Two years later he was elected to the board of directors. In 1952 he was appointed director of public relations. He retired from the board in 1956.

During his business career Mr. Lemperly was a director of the National Screw & Mfg. Co., and was active in the National Paint, Varnish & Lacquer Assn. He was a member of the Cleveland Advertising Club, the Cleveland Chamber of Commerce and the Union and Clifton Clubs.

DONALD MULHOLLAND

MONTREAL, Aug. 24—Donald C. Mulholland, 50, formerly account executive with J. Walter Thompson Co., Toronto, died at his home at St. Augustin, Que., Aug. 23. He left Thompson 14 years ago to join National Film Board and was its director of planning and operations at the time of his death. One of his films produced in 1947 dealing with a Royal Canadian Mounted Police case won him international acclaim. He was born in Minneapolis of Canadian parents and educated in Toronto. He served with the Royal Canadian Air Force in World War II.

WALTER E. CARLSON

NEW BRITAIN, CONN., Aug. 23—Walter E. (Wamp) Carlson, 59, a member of the advertising sales staff of Radio Station WHAY, New Britain, and a columnist for the *New Britain Herald*, died of a heart attack at his home Aug. 17.

He initially rose to fame in Connecticut 35 years ago, doing commercial jingles on Radio Station WTIC, Hartford. His recitation of "Little Red Riding Hood" in Swedish dialect brought in a staggering 20,000 fan letters, and he was later to sign a five-year contract with NBC, specializing in reciting children's stories in Swedish dialect.

Wamp ranked with El Brendel as one of the two outstanding Swedish character entertainers in the U.S.

TRAVIS DE SHON WELLS JR.

NEW YORK, Aug. 23—Travis De Shon Wells Jr., 56, advertising consultant for the Roosevelt Hotel since 1957, died of a heart attack at his home yesterday.

Mr. Wells was a copywriter, and radio producer and director. Among the shows he produced were "The Hit Parade," "Lower Basin Street" and the Louella Parsons show.

He had been an account executive with Lord & Thomas, Ted Bates & Co., Lennen & Mitchell, Ruthrauff & Ryan, and Batten, Barton, Durstine & Osborn. #

Maish Begins 45th Year

Jay H. Maish Co., Marion, O., has begun its 45th year of operation, and celebrated the event by sending huge birthday cakes to agency friends. The agency's two original clients, American Malleable Castings Co. and Huber Mfg. Co. (now Huber-Wardo Co.), are still on the agency roster. Jay Maish Sr., agency founder, is now board chairman and treasurer. Jay Jr. is president. The agency's staff of 106 serves 40 national accounts.

Black-Russell Adds Eight

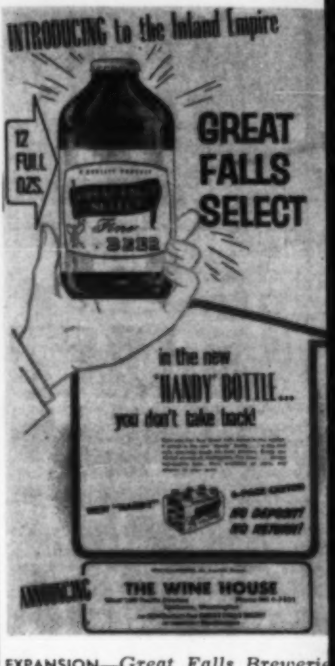
Black-Russell-Morris, Newark, has added eight accounts: Phillips Mfg. Co., Chicago; Artistic Latex Form Co., Brooklyn; Harry Lapow Associates, New York; Chemical Service Corp., New York; Elizabeth Iron Works, Elizabeth, N.J.; Emjay Maintenance Engineers, Carteret, N.J., Alpine Aromatics, Metuchen, N.J., and Young Machinery Co., Muncy, Pa.

Deaton Joins AMRO Research

Robert Deaton, formerly with W. R. Simmons & Associates and the Psychological Corp., has joined AMRO Research, New York, as director of operations.

Jamie Mills Names Bock

Jamie Mills Inc., Rittman, O., distributor of bread and bread stuffing, has appointed Fred Bock Advertising, Akron, O., to handle its advertising.


INTRODUCING to the Inland Empire
12 FULL OZS.
GREAT FALLS SELECT
in the new 'HANDY' BOTTLE... you don't take back!
NO DEPOSIT NO RETURN!
ANNOUNCING
THE WINE HOUSE

EXPANSION—*Great Falls Breweri Great Falls, Mont., which distri utes primarily in Montana, Wy ming and southern Idaho, is intr ducing its beer in eastern Was ington with two-color newspap ads like this, plus tv and outdo posters. Wendt Advertising Agen handles the account.*

'Outdoor Life,' 'This Week,' 'Hairdo' Hike Rates, Guarantees

NEW YORK, Aug. 24—New a vertising rates were announc this week by the following ma azines:

- *This Week Magazine*, effecti with its Jan. 1, 1961, issue, w boost its b&w page rate fr $39,300 to $41,300. The magazi reported that its current ABC ci culation is 13,359,114.
- *Outdoor Life* will increase circulation guarantee with its O tober, 1960, issue and will bo its rates with its April, '61, issu Effective with its October issu the magazine's circulation gu antee will go from 1,000,000 1,100,000.
- *Hairdo*, effective with its Fe ruary-April issue, will increase circulation guarantee from 500,0 to 600,000 and its b&w page r from $3,500 to $4,200. This book a new Dell Publishing Co. qu terly. #

Dant Wins Trademark Suit

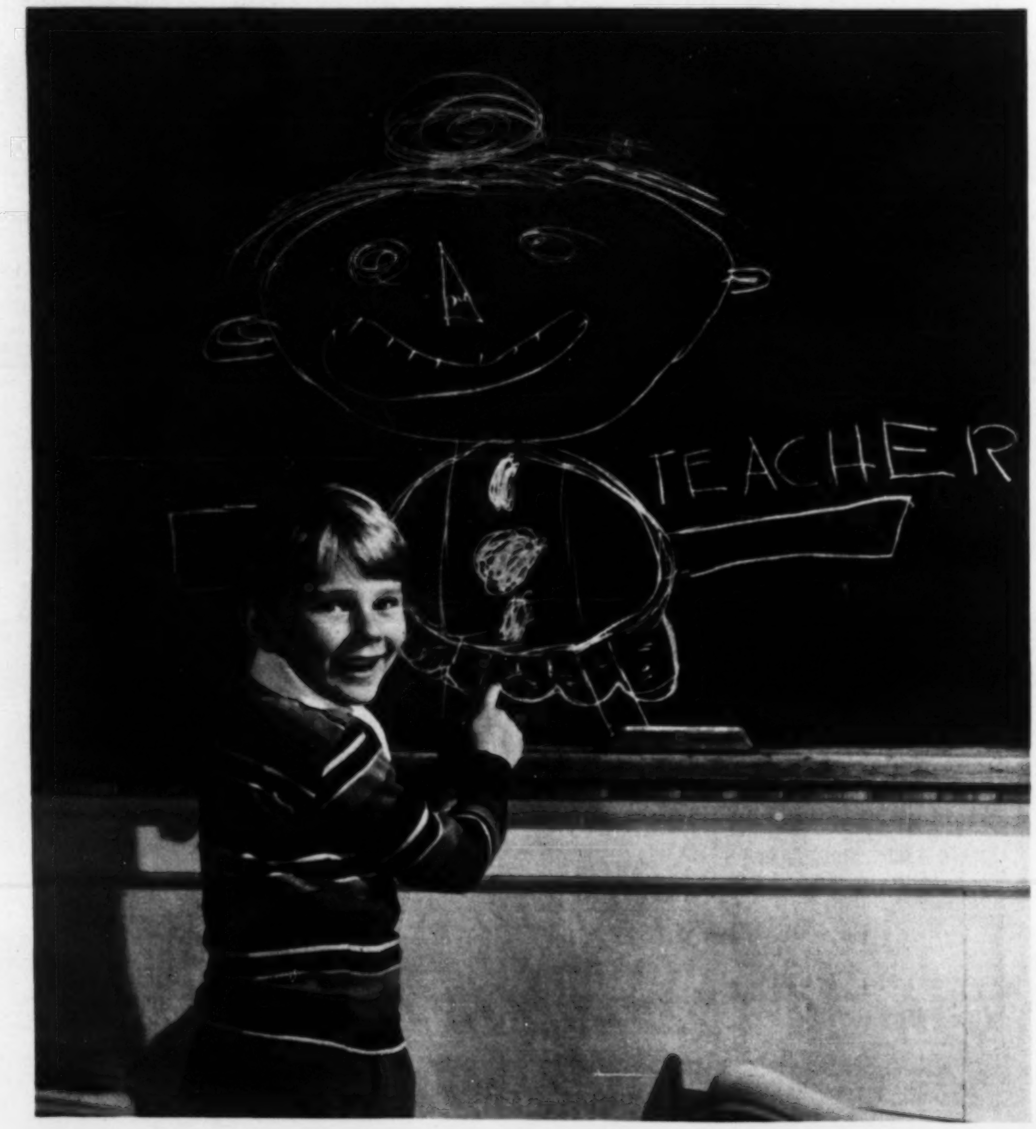
John P. Dant Distillery C Louisville, has the right to its co pany name and the "John P. Da trademark, federal Judge R Shelbourne has decided. Schen Distillers Inc. some years ago p chased the original J. W. Dant D tillery, Dant, Ky., which w founded by the grandfather of man who heads the Louisville eration. The trademark has b in dispute between the two co panies since 1955.

Chapman-Nowak Promotes 3

Donald G. Nowak, vp, has b promoted to exec vp and treasu of Chapman-Nowak & Associa Syracuse. The agency also nam Justin J. Foley, copy chief, vp a director of copy, and Owen Crumb, account executive, vp a director of the agency's public lations department.

Markets 'Lefty' Watch

Gruen Watch Co., New Yo will introduce the Jay L, a $49 watch for left-handed people, t fall. It is made to be worn on right hand wrist and has its wi ing stem and crown on the hand side of the case.



SCHOOLDAYS!
HAPPY, CAREFREE DAYS!

Schooldays! Days of happy memories. Days when someone else did the worrying. Come to think of it, there's a good recipe for getting rid of worry . . . let someone else do it.

When it comes to printing plates, we've a suggestion. Day or night, Superior makes it their business to worry over your printing plates to get the dot-by-dot perfection so essential to the best printing. Save yourself worry by calling **SUperior 7-7070.**

CALL NIGHT OR DAY

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

SUPERIOR ENGRAVING CO.
215 West Superior St. Chicago 10, Ill.

Campbell Soup Moves Swanson Line to Burnett

(Continued from Page 2)

am-Laird's billings apparently ad dropped below this profit vel. Faced with this problem, ampbell had the choice of giving -L some other products, or moving the T-L business to one of its ree other agencies. Campbell ecided on the latter course. The mpany told AA that no further nsolidations were planned at is time.

Tatham-Laird has been the ency for Swanson products since e line was first introduced in 50 by C. A. Swanson & Sons, maha. The company was purased by Campbell Soup five ars ago (AA, April 11, '55).

The Swanson line currently consts of about 25 frozen products d seven heat-processed ones, in ch categories as frozen meat es and poultry, frozen dinners, nned poultry and frozen fruit es. Swanson products reportedly e the leading sellers nationally all categories except fruit (dest) pies, a field in which it got a e start.

The dropping of Tatham-Laird the second agency change for mpbell this year. Two months o, Campbell Soup Co. Ltd., Torto, moved about $1,000,000 in at-processed soup billings from ckfield, Brown & Co. to BBDO A, July 4). #

ongress Clears Vay for Debate n Television

WASHINGTON, Aug. 23—The way s cleared today for the Nixonnnedy tv debates—probably on unsponsored basis.

Special legislature suspending "equal time" law cleared Coness Monday and was promptly ned by President Eisenhower. ring House debate key conessional leaders registered their lief that the debates should be e of commercials.

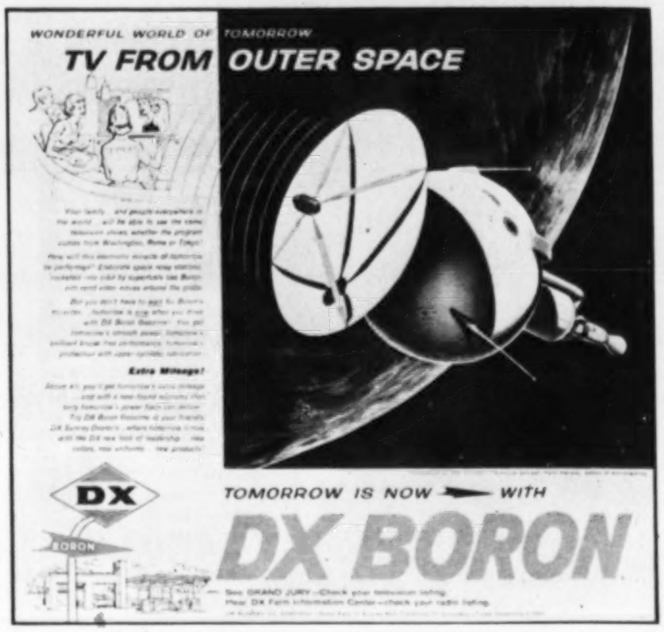
Rep. Oren Harris (D., Ark.), airman of the House commerce mmittee, told members that CBS ates very frankly that it does t want sponsorship" of the detes. NBC and ABC, he said, are favor of sponsorship only if the ndidates want it. Mutual Broadsting System feels the same y, he added.

"I understand that the attitude the two candidates of the two ajor parties is that they would t want sponsorship and, theree, I do not think there will be y effort at all to do that," he d representatives.

The resolution passed the House the necessary two-thirds vote er Rep. Harris assured reprentatives that the joint resolun is "not a carte blanche for oadcasters.

"Through this directive to the deral Communications Commisn, a sword of Damocles will be nging over the heads of the oadcasting industry," he said.

Rep. John Bennett (R., Mich.) iced reservations about grantg broadcasters "too much auority," but said he was willing give the measure his support n the basis that the suspension temporary, on the basis that it an experiment, and that it will rminate at the end of this Presintial campaign." #



SCIENCE FICTION FACT—*This ad about tv from outer space was made up in January. It was scheduled for appearance on Aug. 16. It ran as scheduled and was run within a week after Echo I was launched.*

DX Boron Ad 'Predicts' New Space Triumph

KANSAS CITY, Aug. 24—The people at Potts-Woodbury must look as if they know some military secrets, although they really don't. The reason why is that for the second time this year, a DX Sunray advertisement for Boron gasoline has accidentally predicted the U. S. space triumph of that week.

Early in April an ad on weather-forecast satellites appeared within a week of the launching of the Tiros. On Aug. 11 the U. S. launched Echo I, the satellite designed to amplify and "bounce" radio and tv signals.

Less than a week later, a DX Boron ad on tv-amplifying satellites (plated and scheduled months before) appeared just in time to cash in on the wave of headlines.

■ The ads simply show a scientific feat expected to be common in the future, to get the idea across that DX Boron is an exotic fuel of the future.

"We have kept in very close touch with progress in the development of space vehicles," explains Roy B. Middleton, DX Sunray coordinator of advertising. "Of course, we cannot know the exact day when these shots will be fired." #

Black Named Head of WDAY

Norman D. Black Jr., president of Forum Publishing Co., Fargo, N.D., has been named president of WDAY Inc., Fargo. The reorganization of the board of directors followed Forum's purchase of controlling WDAY stock held by Mr. and Mrs. E. C. Reineke. Mr. Reineke continues as board chairman and a director.

Leighton Joins Ryan-Coleman

Charles J. Leighton has joined Ryan-Coleman advertising, St. Paul, as an account executive and radio-tv producer. Mr. Leighton was formerly an account executive of Batten, Barton, Durstine & Osborn.

Stake Joins McCutcheon

Robert G. Stake has joined McCutcheon & Patton, Phoenix, as an account executive. He formerly was an account executive and radio and television director of H. E. Westmoreland Advertising, Duluth.

D.C. Discount Chain Uses 'Institutional,' Non-Co-op Ad Push

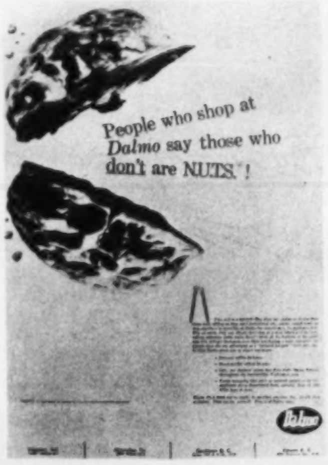
WASHINGTON, Aug. 23—A Washington appliance discount chain opened an unusual newspaper series this week involving full-page ads which will be devoted exclusively to a discussion of the chain's services to the public.

The series is sponsored by Dalmo Appliances, a chain which operates four stores in the metropolitan area. The ads have been prepared by Larrabee Associates.

The unique feature of the Dalmo ads, according to Lawrence Dobrow, exec vp of Larrabee, is that they are institutional in nature, "a radical departure from the traditional display advertising in the heavily competitive discount appliance field.

"Another unusual aspect of this campaign," he said, "is that no co-op money is involved. This in itself is highly unusual in the appliance field."

■ The first ad in the campaign spelled out Dalmo services to the public, such as delivery within 24 hours, home service within 24 hours, low discount prices and Dalmo financing. Similar ads are to appear weekly over a 12-week period.


People who shop at Dalmo say those who don't are NUTS!
Dalmo

The institutional campaign will not feature any products, and is in addition to Dalmo's regular newspaper advertising. Larrabee is also preparing a saturation radio advertising campaign for Dalmo, to start in mid-September, and a tv campaign to start in November. The newspaper institutional ads are appearing in the *Washington Post* and *Times Herald*. #

Anti-Freeze Battle Boils; Prestone Ad Puts Heat on Long-Life 'Hullaballoo'

NEW YORK, Aug. 23—Union Carbide Corp. will launch the most intensive advertising campaign in the company's history this fall to push sales of Prestone anti-freeze in a market now crammed with competitors.

The $3,000,000-$4,000,000 campaign announced today is designed to hold the fort against the challenge of the new long-life coolants being marketed for the first time by E. I. du Pont de Nemours & Co. (AA, Aug. 8, 15), Dow Chemical Co., and Commercial Solvents Corp., to name some early entrants in the field.

Union Carbide will also market a long-life version of its old single-season product, Prestone. But the whole ad campaign will be geared to counter what the company calls the "hullaballoo in the anti-freeze field." The "old" Prestone will be presented as maintaining pride of place over the long-life versions. In fact, Union Carbide spokesmen insist that the long-life coolants being marketed are not scientific breakthroughs but merely new marketing concepts.

■ Union Carbide's ad plans indicate that its long-life coolant, which will go by the old brand name of Prestone, will be advertised in national magazines and trade publications. There will be no tv, radio or newspaper advertising.

The new coolant will be advertised in two-color page units in *Life, Look, Newsweek, Reader's Digest, The Saturday Evening Post, Time* and *U. S. News & World Report.*

In addition, page ads in automotive trade publications will introduce long-life Prestone and its inhibitor system, including "magnetic film" to service station dealers, the preferred outlets for the product.

For the regular Prestone, the company has stepped up its tv budget to take in nine network programs, compared with eight last year and seven in 1958. National advertising will appear on 34 telecasts, beginning late in September and continuing through early November—about 6 weeks.

■ Prestone will sponsor the World Series special, live preview of the fall baseball classic, with sportscasters, players, managers and fans, on Tuesday, Oct. 4 (ABC-TV).

Other programs promoting Prestone will include "Cheyenne," "The Rebel," "The Untouchables," "Lawrence Welk," "Maverick," the NCAA football pre-game warmup, "Laramie," and "The Raven."

Union Carbide declined to reveal how much will be budgeted for tv advertising this fall, but an indication was provided by a comparison with previous investments. According to Television Bureau of Advertising figures, Union Carbide invested $756,379 in network tv for Prestone last year. About $500,000 went into spot tv.

More than 600 radio stations will carry spot announcements during most of the six-week fall period, and newspapers in 450 markets will carry 1,000-line ads. Magazines and trade publications also will be used.

Two years ago, unofficial estimates put Prestone spot radio support at $800,000, with a newspaper investment of $600,000. New challenges to Prestone's dominance in the field indicated that Carbide's investments this fall will be hiked considerably.

■ Prestone consumer advertising will remind car owners that regular Prestone anti-freeze is "the world's most tested, most trusted anti-freeze . . . prevents freeze-ups and engine burn-out due to rust." Ads will emphasize that "magnetic film" protects cooling-system metals against corrosion and will feature the company's green tag.

Trade ads will hammer on the "hullaballoo in the anti-freeze field" theme and will point out that "every Detroit automobile maker states in its car owner's manual that water and anti-rust should be used in the summer and a fresh filling of anti-freeze should be installed every fall."

William Esty Co., New York, is the Prestone agency. #

Tintair Adds Spot TV for New Color Shampoo

NEW YORK, Aug. 24—Bymart-Tintair has added spot television to its newspaper advertising for Tintair Creme shampoo, the company's first color shampoo, now in several test markets.

The company began running station identification breaks in Los Angeles early this month. An average of 58 spots per week are used. Tintair expects to add minutes to its schedule later, A. Mitchell Finlay, president and board chairman of the company, said.

Newspaper advertising of the new product began in Los Angeles in April. Since then, newspapers have been added in Cleveland, Chicago, Detroit, Milwaukee and Minneapolis. A continuing heavy schedule includes pages, 800-, 600- and 300-line ads. Tintair plans to add spot tv in the other five markets soon. Spot radio will be used, starting in Los Angeles in mid-September.

■ Because the company feels the color shampoo's package has great eye-appeal, it is also testing the product in 30 to 50 stores in New England without any advertising backing, Mr. Finlay said. Tintair will measure its pull as an impulse item by comparing sales in New England with sales in the other six markets.

Tintair expects to go national with its shampoo in late fall or early winter. Strategy usually is to begin a saturation advertising schedule in a market once it has 60% or better distribution, Mr. Finlay pointed out.

Tintair color shampoo is available in six shades—Blonde Glow, Red Radiance, Brownette Tones, Brunette Brilliance, Steel Grey and Silver Blue Grey. It sells at $1 per bottle. Counter displays say that the product "enriches and beautifies hair color in its own natural shade—without any permanent dyes."

Kastor, Hilton, Chesley, Clifford & Atherton is Tintair's agency. #

Aubrey, Finlay Adds Three

Three copywriters have joined Aubrey, Finlay, Marley & Hodgson, Chicago. They are William R. Kuhns, formerly at Marsteller, Rickard, Gebhardt & Reed; Robert F. McCuddy, previously with Montgomery Ward & Co., and Edgar C. Cook Jr., former farm editor of the *Rock Island Argus*.

Holden to Move Offices

Holden Advertising, Chicago, will move to new offices at 3421 N. Central Ave., effective Sept. 1.

National Airlines Ads Designed to Be Deceptive, CAB Examiner Charges

(Continued from Page 1)

not be subjected to that sort of mental gymnastics in trying to ascertain the actual and total cost of an advertised round-trip fare offered in an advertisement."

Attorneys for National say Mr. Henderson's verdict will be appealed and the issues re-argued before the full CAB.

■ As part of his decision in the National case, Mr. Henderson offered some advice to the airline industry. "It is realized," he wrote, "that there is extremely keen competition on the New York-Miami segment and on many others in the domestic airline route system.

"But competition is the life blood of airline service under our free enterprise. That being so, it is recognized that the airlines must resort to the use of advertisements and other practical and legitimate means to attract a greater volume of revenue passengers for economic survival, now and in the jet age.

■ "But this must be done within the framework of the act, especially Section 411 [which bars unfair competition]. When all airlines operating highly competitive route segments, such as New York-to-Miami, begin to furnish and rely upon superior and more attractive services for the purpose of gaining a greater volume of new traffic, rather than resorting to questionable practices to divert passengers from their competitors, the sooner it will hasten the day when all can enjoy a larger measure of economic stability, productivity and prosperity."

The National ad which triggered the litigation was an 8½"x13¾" insertion in the *New York Journal-American* June 2, 1959. It showed a happy family about to emplane for vacation. At the top was the bold streamer, "Only National" and, below the picture, in big letters, "offers a millionaire's vacation on a piggy bank budget." A third line proclaimed: "On National's fly-and-drive plan you spend 15 days in Florida on a 2-week vacation." To the right in big letters is the statement: "$70.20 plus tax," with an asterisk.

■ National emphasized that the asterisk pointed to a footnote which said, "Round trip night coach fare New York-Miami any Monday, Tuesday or Wednesday."

But Mr. Henderson said today the key word "fare" was in such fine print and so placed that only an expert could determine on an initial reading "that it completely contradicts what he has seen in bold type immediately under the picture.

"An average person upon a quick first reading of the footnote might reasonably and logically conclude that it related only to the days of the week when the New York-Miami night coach service was available," he said.

"It would be very unusual if he noticed or even saw the word 'fare' or fully understood the sentence.

"It is therefore logical for the reader to believe that this price of $70.20 plus tax covers the entire package tour, which includes night coach round-trip air transportation on Monday, Tuesday or Wednesday mentioned in the footnote.

■ "There is no valid reason," Mr. Henderson commented, "why airlines in advertising their services should not set forth their exact fare or full cost in clear and precise language that will not and cannot be subject to a different interpretation by an average prospective passenger."

National had argued that the ad could not constitute an unfair method of competition, since there was no evidence of injury to other airlines. Mr. Henderson held proof of injury wasn't necessary. In addition, he said: "It cannot be said that the placing of the advertisement was the result of human errors in the conduct of respondent's far-flung operations. It would be more accurate and realistic, based upon the record, to conclude that respondent purposely planned the advertisement and couched it in such language as to mislead the credulous and unwary."

■ In both the National and Eastern cases, CAB is taking the position that no airline may claim to have a "lower" fare when it is charging the same fare that other airlines charge.

In National's ad, the text included the statement: "Now you can save enough on air fare alone to rent a car while in Florida. National's Thriftair fare on starlight club coach service is the lowest fare ever. You actually save $36.90 over other round-trip coach flights."

When the issue was raised, National admitted Eastern and Northeast also offered $70.20 night coach flights on the Miami-New York run, but argued that their fares were also the lowest, and that there were many fares higher and none lower.

"When an air carrier advertises a fare as 'the lowest ever' it should mean just that to the prospective passenger. It is herein found that the advertised fare of National was not the 'lowest,' as other carriers offered at the same time the same passenger fare between the same points," the decision said.

■ Another issue stemmed from National's discussion of a $36.90 saving in an ad headlined, "Only National." The airline insisted it did not intend to imply that identical savings aren't available by using night aircoach service of competing lines.

But Mr. Henderson concluded:

"There is only one logical and reasonable interpretation that can be given to the statement when read in conjunction with the whole advertisement, and that is just what National apparently wished to convey to the prospective passenger—that he could obtain this saving of $36.90 only on National's Thriftair starlight club coach service and that such saving was not available between New York and Miami on the services of any competitor."

■ National's complaint against Eastern was completely revamped by CAB before enforcement proceedings were undertaken. Eastern submitted original plates to convince CAB that the lack of propellers on the jet-prop Electras in the newspaper tearsheets submitted by National resulted from poor printing.

Eastern was far from "home free." Once on Eastern's trail, CAB's enforcement staff filed charges that Eastern was using "lowest fare" ads which violated a cease and desist order issued against the airline by CAB in 1957.

In federal court in Miami, Eastern took the position that the phrase "the lowest fare in history" would not come under the 1957 CAB order, since it was intended to be institutional in nature, and noncompetitive. Eastern contended the phrase was not designed to divert business from competing air carriers, but to sell air travel against trains, buses or autos. But Judge Choate rejected Eastern's motion for dismissal and ordered the CAB enforcement action set down for hearing. #

Fam u Fo ds o th Wo l
new excitement in eating...
We'll pay you $1
BEEF STROGANOFF
ONION SOUP

GOURMET'S DELIGHT—*George A. Hormel & Co. is running newspaper ads like this one to promote its new line of famous foreign dishes.*

Hormel's New Line of Foreign Foods Is in Test Markets

AUSTIN, MINN., Aug. 23—George A. Hormel & Co. currently is test marketing a new line of foreign dinners and soups in about 20 markets.

The new products include garbanzo soup, beef Stroganoff, French onion soup, Swedish meat balls and chicken cacciatore. They are being marketed in such areas as Los Angeles, Seattle, Atlanta, Dallas-Fort Worth, Minneapolis-St. Paul and Houston.

Newspapers are being used exclusively to promote the new line, which Hormel calls Famous Foods of the World. On the West Coast, Hormel is offering consumers $1 if they mail in one label from each of the five products. Batten, Barton, Durstine & Osborn, Minneapolis, is the agency. #

Doremus Agency Named to Handle GOP Outdoor Ads

(Continued from Page 1)

Nixon and Mr. Lodge. Copy states: "Vote Nixon . . . Lodge. Experience counts."

Doremus-Eshleman will buy the boards in some states, he said, but will not know how many until the orders come in. He does not know how many agencies he will be dealing with.

■ The agency's association with Campaign Associates, formed to handle the national committee's advertising, will be on a complementary basis. Campaign Associates is handling all media but outdoor.

Mr. Greenhouse said the GOP national committee has not allocated any specific amount for outdoor posters, but, he said, it will spend "what they have to."

Doremus-Eshleman is being reimbursed by state committees on a 15% commission on artwork, printing and other services, he said, plus any commissions earned for placement. #

'This Week' Boosts Neale

Richard L. Neale has been named vp of sales development of *This Week Magazine*, New York, a new title. Mr. Neale, formerly director of promotion, publicity and public relations, will be in charge of promotion, research and marketing activities at *This Week*.

ABC Radio Sets New 'Flair' Show for Young Adults

NEW YORK, Aug. 24—ABC Radio has acquired a "Flair" for broadcasting and has altered its programming schedule in an effort to reach the free-spending young adult market.

Affiliates were overwhelmingly in favor of the new show, network executives said. "Flair" will include talk segments, none longer than 90 seconds, and each combined with a popular recording and a commercial.

The featurettes, all aimed at the young modern, will include such personalities as Hans Conried speaking on manners and mores, Audrey Meadows on beauty tips, Boris Karloff on baby care, Gussie Moran on the women's view of sports, Bonnie Pruden on physical fitness and David Wade on food. Also included will be Hollywood news and interviews and reports from ABC foreign correspondents Robert Sturdevant, Paris; Charles Arnot, Cairo; Yale Newman, London, and Ray Falk, Tokyo.

■ Affiliates will have a choice of running the show as a complete unit or in segments interspersed with local programming anytime between 1 and 5 p.m. The network, however, is urging the stations to carry the show intact for greater impact, and most affiliates at the meeting indicated a preference for this style, Robert R. Pauley, vp in charge of the network, said. Some stations said they might adopt a local "Flair" to tie in with the network show, Mr. Pauley added.

William T. Rafael, director of programming, said that the network created "Flair" as a result of its search for a program that would fit in with the stations' modern image. "You can't drop in programming that will interfere with their own sound," he pointed out.

■ Stations will be given two of the 11 commercial availabilities in "Flair" for local sale. Should any of the other spots remain unsold, stations will be able to sell these spots locally, but on a two-week recapturable basis by the network.

ABC Radio, effective Oct. 31, will add two more daily five-minute newscasts, one after the "Breakfast Club" and one at 5:55 p.m.

The network will try a new technique to sell the 7:55 a.m. to 10:55 p.m. schedule on newscasts. They may be offered on a rotation basis. For example, if an advertiser were to buy one-quarter of the package of 16 daily shows, he would be given eight commercials per day, one every other newscast.

His ads would include alternating minutes and 30-seconds within that schedule. The following day, his ads would run on the other eight news shows. Cost of one-quarter sponsorship for 52 weeks would be $18,000. Sponsorship on the rotation basis is set to start Jan. 1.

All sales will be subject to 100% station clearances, based on the network's new rate card, effective Oct. 1. This compares with a current 75% clearance base. If clearances are less than 100%, advertisers will be given rebates.

■ Stations will be able to sell any sustaining portions of the news shows subject to a two-week recapture for a network sale. Two one-minute permanent availabilities on the "Breakfast Club" will be turned over to the affiliates for the first time. A change in the "Breakfast Club" format will include more young talent and greater mobility, with the show originating from many drug an food manufacturer conventions.

Mennen Co. (Warwick & Legler) has bought half-sponsorshi of Howard Cosell's sports show which has been expanded fro five to 10 minutes. This show wil become a part of what the network will call its "Five Star Final, co-starring John Daly, John Cameron Swayze, Arthur Van Hor and Edward P. Morgan.

Two hours of paid religious programming already has been cancelled from the network's Sunda schedule to make more time available to the stations Sunday afternoons (AA, Aug. 22).

The eastern affiliates meetin was followed by other regiona meetings. ABC Radio executive met with southern affiliates i New Orleans, central affiliates i Chicago, and western affiliates i San Francisco.

■ At their first meeting in two and-a-half years, ABC Radio' eastern affiliates here this wee were introduced to "Flair," a ne Monday-through-Friday 55-minute taped program featuring wel known personalities and moder music (AA, May 30). The progran hosted by Dick Van Dyke, acto comedian, will be fed to the network twice daily, at 1 p.m. and p.m., EST, starting Oct. 3.

NBC RADIO SEEN ENDING YEAR IN BLACK

NEW YORK, Aug. 25—NBC Radi is hopeful of operating in the blac for 1960 as a result of $5,000,000 i net sales made by the networ since June 1.

Latest sales assure the networ of its most profitable fourth quarter in seven years, George A. Graham Jr., vp and general manage of NBC Radio, said. It is expecte that the profits of the last nin months of 1960 will offset the re ink operation of the first quarte the network reported.

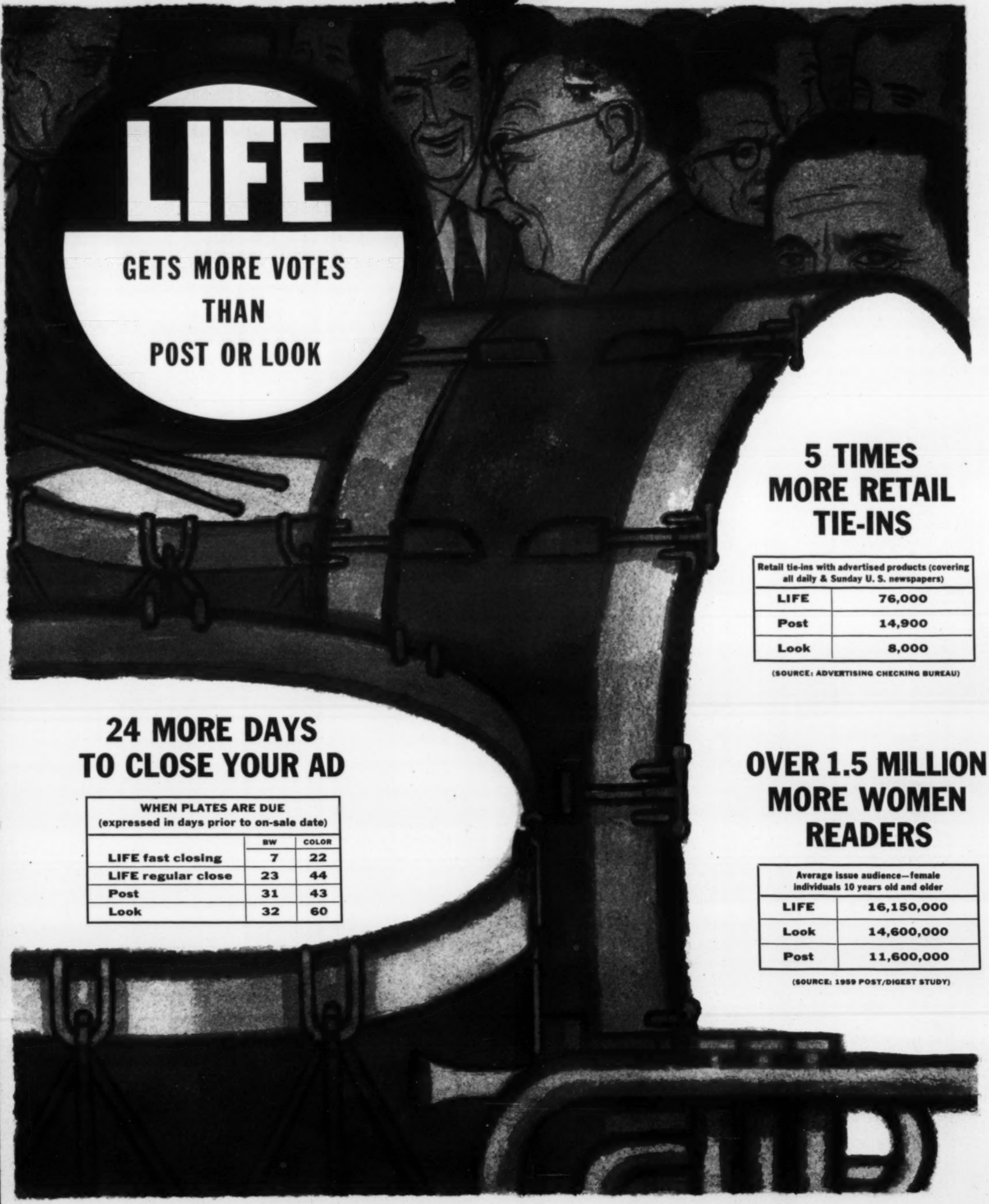
Of the sales made since June $4,300,000 represented new bus ness. New orders for participatio in "Emphasis," "News on th Hour," "Monitor" and other new and sports shows came from Chevrolet (Campbell-Ewald), Vi Chemical (Morse International Standard Brands (J. Walte Thompson Co.), Formica Cor (Perry-Brown), Sunsweet Growers (Long Advertising), Hazel B shop Inc. (Raymond Spector Co. International Harvester (Young Rubicam), Buick (McCann-Erickson), L&M cigarets (McCann Erickson), I. J. Grass Noodle C (Edward H. Weiss & Co.) and Me ro-Goldwyn-Mayer (Donahue Coe). #

Warner-Lambert, 3Ms Discuss Possible Merger

NEW YORK, Aug. 23—Minneso Mining & Mfg. Co., St. Paul, ar Warner-Lambert Pharmaceutic Co., Morris Plains, N.J., current are engaged in negotiations for th purpose of combining the tw companies.

William L. McKnight, 3M boar chairman, and Elmer H. Bops Warner-Lambert chairman, emphasized that further discussion details and subsequent approv by the respective board of dire tors and stockholders of the tw companies will be necessary befo any combination can be achieved

■ The combined sales of the tw companies exceeded $690,000,00 in 1959. Minnesota Mining had sales volume of $500,000,000 wi net income of $63,500,000. Warne Lambert's sales last year we more than $190,000,000 with earnings of $16,400,000. #



LIFE

GETS MORE VOTES
THAN
POST OR LOOK

5 TIMES MORE RETAIL TIE-INS

Retail tie-ins with advertised products (covering all daily & Sunday U. S. newspapers)	
LIFE	76,000
Post	14,900
Look	8,000

(SOURCE: ADVERTISING CHECKING BUREAU)

24 MORE DAYS TO CLOSE YOUR AD

WHEN PLATES ARE DUE
(expressed in days prior to on-sale date)

	BW	COLOR
LIFE fast closing	7	22
LIFE regular close	23	44
Post	31	43
Look	32	60

OVER 1.5 MILLION MORE WOMEN READERS

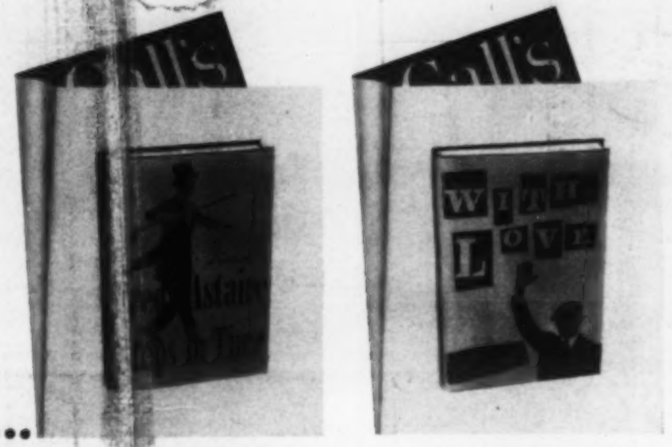
Average issue audience—female individuals 10 years old and older	
LIFE	16,150,000
Look	14,600,000
Post	11,600,000

(SOURCE: 1959 POST/DIGEST STUDY)

SELL THE MARKET OF THE 60'S RIGHT NOW

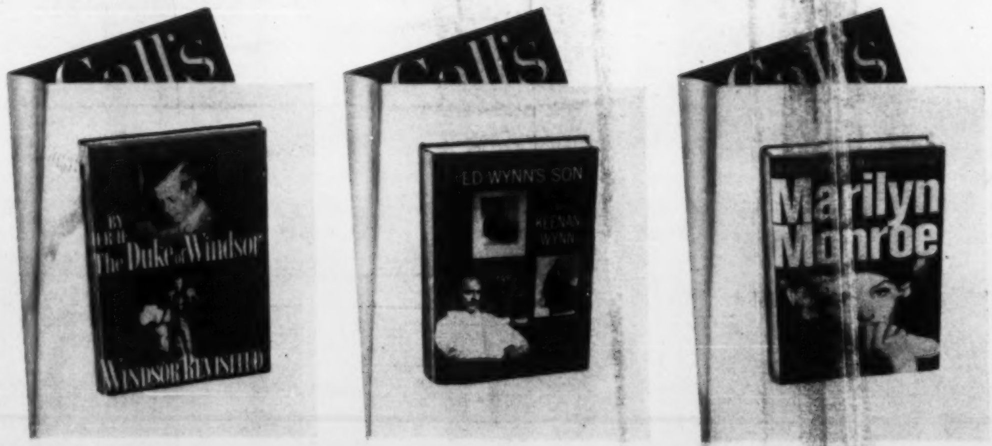
CAMPAIGN in LIFE

Through the pages of McCall's...



Steps in Time
WITH LOVE
Anthony Eden

ACT ONE
Moss Hart
MRS. 'ARRIS GOES TO NEW YORK
The Private World of High Society
ALEXANDER KING
PETER ALTENBERG'S
Evocations of Love
Farewell to Fear
Art Linkletter
Father's Day Comes Once a Year
GROUCHO AND ME
Upon My Lips a Song
KATE SMITH
IT ISN'T ALL MINK
GINETTE SPANIER
Dear Teen Ager
ABIGAIL VAN BUREN
"DEAR ABBY"



The Duke of Windsor
WINDSOR REVISITED
ED WYNN'S SON
KEENAN WYNN
Marilyn Monroe

...pass the most exciting books of our time

Where have you seen—or will you shortly see—these books? In the pages of McCall's. Here, at least a part of each of them has contributed toward making McCall's the women's service magazine with the most to read,* and the best to read. A majority of these books have gone from McCall's pages on to best-seller lists. Have you read any good books lately? Chances are, the women in your life have read them first in **McCall's:** First Magazine For Women.

*LLOYD HALL: TEXT LINAGE IN THE 3 WOMEN'S SERVICE MAGAZINES, JANUARY-AUGUST, 1960